

# NBC

## TRADE NEWS

May 3, 1954

'WORLD NEWS ROUNDUP' HAD 10-WEEK SCOOP ON BRITISH H-BOMB PLANS;  
NBC RADIO SCORED WITH MANY 'EXCLUSIVES' ON RECENT NEWSCASTS

Banner headlines in London newspapers this morning (May 3), telling the British people that their government is building a hydrogen bomb of its own, confirmed an exclusive NBC report broadcast on WORLD NEWS ROUND-UP Feb. 22 (network except WNBC, 8 a.m., EDT).

Broadcasting from London, Romney Wheeler, NBC's London Bureau chief, today said in part:

"The British H-bomb is being developed independently by British nuclear scientists under Sir William Benny. The bomb follows the same general principle as the American bomb tested recently in the Pacific, but it is claimed to be simpler and cheaper to produce."

Still another NBC exclusive was confirmed this morning. One week ago, on Sunday, April 25, a broadcast heard on the NBC radio program WEEKEND (Sundays, 4-6 p.m., EDT) reported that "unless evidence of sabotage could be established beyond reasonable doubt, Mark I Comets would never fly again as passenger carrying commercial aircraft." Today it was reported authoritatively that the British Overseas Airways Corporation has applied to the Treasury for permission to spend \$3,000,000 for American-built Lockheed Constellations to replace its fleet of Comets.

(more)



NBC News has scored with a number of exclusive stories during the past few weeks. Among them:

On April 20, NBC's Washington correspondent Richard Harkness reported that General Paul Ely, French Chief of Staff, had asked the United States for three divisions of paratroopers (25,000-30,000 men) and 1,000 U.S. aircraft.

Report that Col. Christian de Castries, commander of the French Union garrison at Dien Bien Phu, had threatened to resign unless he received his promotion to the rank of brigadier general. In spite of denials by the French Government, the NBC dispatch by Bob Hecox was borne out the following day by the promotion of de Castries to the rank of brigadier general.

Report that NBC correspondent Dick Applegate, INS reporter Don Dixon and civilian boatman Ben Krasner, who had been kidnapped by the Chinese Reds from international waters off Hong Kong, were now being "brain-washed" with tours of Chinese Communist factories. Story, an exclusive NBC dispatch, quoted a Red official as admitting for the first time that the men had been kidnapped.

Bob Hecox's report on April 21 to the effect that U.S. technicians in Indo-China were close to fighting, well within range of the Communist artillery, contrary to Defense Department denials.

Admission on April 14 by T. Coleman Andrews, head of Internal Revenue Department, publicly declaring that Morgan Beatty, NBC newscaster, had been first to break the story on abuses of FHA loan privileges on Feb. 5.

-----O-----







METEOROLOGICAL SOCIETY HONORS WEATHERCASTERS  
YOULE ('NEWS CARAVAN') AND FIDLER ('TODAY')

The American Meteorological Society has presented its annual awards for outstanding public service to television personalities for the first time in its history.

The 1954 winners -- both weathercasters on NBC-TV Monday-through-Friday series -- are Clint Youle of CAMEL NEWS CARAVAN (7:45 p.m., EDT) and Jimmy Fidler, heard on TODAY, the early a.m. news and special events show (7-9 a.m., EDT and CDT).

Announcement of the awards was made at a recent meeting of the society held in Baltimore where Youle and Fidler were presented with certificates of merit.

The National Broadcasting Company will be officially presented with a certificate on Wednesday, May 5, when Davidson Taylor, director of NBC's Public Affairs Department, receives it for the network. Col. A.F. Merewether, and Kenneth C. Spengler, president and executive secretary, respectively, of the American Meteorological Society, will also make awards to Dave Garroway of "Today" and John Cameron Swayze of "Camel News Caravan," as headliners of their programs.

-----O-----

NBC-New York, 5/3/54



NOTE TO EDITORS: The following credits are for your convenience in reviewing A VISIT TO THE METROPOLITAN MUSEUM OF ART (in color).

NETWORK:

NBC-TV

TIME:

Saturday, May 8 (3:30-4 p.m., EDT)

COLOR DATA:

This first color TV broadcast from the Metropolitan Museum of Art in New York will be presented by NBC in RCA compatible color. It will be seen on the nation's existing receivers in high quality black and white. Barry Wood, executive producer in charge of color coordination, has assigned Richard Day as color consultant on this production.

DESCRIPTION:

The program will afford the first TV viewing of the newly renovated Museum and its new Grace Rainey Rogers Auditorium. The masterpieces of the Metropolitan to be exhibited will include some of the world's most famous paintings, sculpture and other art objects.

PARTICIPANTS:

Francis Henry Taylor, director of the Museum, and Ben Grauer of NBC.

PRODUCER:

Robert Graff

DIRECTOR:

Craig Allen

-----O-----







# COLOR TELEVISION NEWS

## NBC COLOR TELECASTS FOR WEEK

(May 9-15)

SUNDAY, MAY 9 - 5:30-6 p.m., EDT -- KUKLA, FRAN AND OLLIE. The Kuklapolitan Players, Fran Allison and program creator Burr Tillstrom will present an original opera -- their own musical version of the classic fairy tale, "Hansel and Gretel."

Impresario Oliver J. Dragon will produce and direct the presentation. His colleagues, Kukla and Fran Allison, will be cast in the boy and girl title roles, respectively. Buelah Witch will play the witch, the role in which she made her musical debut in 1945. Other credits include libretto by Burr Tillstrom, music by Jack Fascinato and costumes by Joe Lockwood. Beulah Zachary is producer of "Kukla, Fran and Ollie" and Lewis Gomavitz is director.

-----O-----

NBC-New York, 5/4/54





# NBC

## TRADE NEWS

May 5, 1954

FOUR NEW DAYTIME SERIALS TO GO IN NBC-TV 3-4 P.M. (EDT) HOUR;  
P & G BUYS 2 OF THEM ON ALTERNATE-DAY BASIS STARTING JULY 5

In a major programming move designed to fortify its mid-afternoon television schedule, the National Broadcasting Company today announced that it will present four serial dramas Mondays through Fridays, 3 to 4 p.m., EDT, beginning July 5.

Coming in the wake of the commercially-successful HOME program which is the bulwark of the mid-morning NBC-TV program lineup, the serial dramas will lend greater variety to the network's daytime programming structure. Further information on these serials will be announced shortly.

George H. Frey, NBC Vice President in charge of Television Network Sales, announced that Procter & Gamble Company has purchased two of the new quarter-hour strips. This order from P & G, the first for the new block of afternoon dramas, points up the long and uninterrupted association of the firm as one of NBC's major advertisers, he said.

P & G will also continue its sponsorship of another NBC-TV daytime serial, THREE STEPS TO HEAVEN, telecast 10:45-11 a.m., EDT, daily. The two new dramas to be sponsored by the company will be telecast in the 3:15-3:30 p.m., and 3:45-4:00 p.m., EDT, periods.

(more)



## 2 - Daytime Serials

All three serials will be sponsored by P & G on alternate days beginning with the start of the afternoon schedule of quarter-hour dramas. The client will have the programs Mondays, Wednesdays and Fridays one week, and Tuesdays and Thursdays, the next, and so on. Contracts for all three serials are for 52 weeks.

A little more than two months ago, the network premiered its revolutionary new "Home" program, designed for the American housewives. The program's basic appeal to this selective and tremendously important audience has resulted in commercial orders in excess of \$2,000,000 gross business to the network.

NBC is negotiating for other programs to round out a top-rated daytime schedule which begins with TODAY at 7 a.m., EDT and CDT, and ends with the 5:30 p.m., EDT, HOWDY DOODY program, both at the top of popularity in their program categories.

-----O-----

NBC-New York, 5/5/54





# NBC

## TRADE NEWS

May 6, 1954

HIGH TV SATURATION DOES NOT OFFSET HEAVY RADIO SET SALES,  
ACCORDING TO STUDY OF RETMA FIGURES BY NBC RESEARCH STAFF

- - -

Radio Receiver Figures Are Even Greater in Markets with Extensive  
TV Coverage Than in Areas With Small Video Service

More new radio sets were purchased last year by people in areas where the TV saturation is high than those living in regions where the TV coverage is low.

This outstanding evidence of the continued importance of radio in TV homes is revealed in an analysis by NBC's Research and Planning Department of the receiver sales for 1953 as reported by the Radio-Electronics-Television Manufacturers Association.

In areas where the TV saturation level was reported as over 75 per cent, new radios were purchased in 29.2 per cent of the total homes. Where the TV saturation was between 51 and 75 per cent of the total homes, 28.8 per cent bought new radios.

By comparison, in areas where the TV saturation was reported as 50 per cent or lower, only 22.3 per cent of the total homes purchased new radios. The figures for levels of TV saturation are from the Nielsen report of Nov. 1, 1953.

The analysis also discloses that the sale of new radios in 1953 exceeded TV set sales in every state in the Union except Maine.

(more)





## 2 - Set Sales

In New York, which Nielsen reports as having 77 per cent TV saturation, there were an estimated 1,396,300 new radios sold last year, as compared with 595,100 new TV sets. The radio figure is more than 29 per cent of all homes in New York State compared with the TV figure of 12.4 per cent of the state's total homes.

The RETMA reports show that set sales to dealers of home, clock and portable radios totaled 7,243,100 last year. The same source indicates that 6,656,555 TV sets were sold in the same period.

In 1953, new auto radios totaled 5,165,900 which added to the 7,243,000 radios for home use, amounted to 12,409,000 new radio sets for the year. This is nearly double the 6,656,555 TV sets sold during that period.

A break-down of the figures, which determine that a greater portion of homes bought new radios last year in areas where TV saturation is high than in regions where it is low, is shown in the following table:

<u>TV Saturation Level*</u>	<u>Total Homes*</u>	<u>New Radios In 1953 (Home &amp; Auto)</u>	<u>New Radios As % Of Total Homes</u>
Over 75%	12,163,900	3,555,800	29.2
51% to 75%	15,975,800	4,601,200	28.8
50% and Under	<u>19,051,800</u>	<u>4,252,000</u>	<u>22.3</u>
Total U.S.	47,191,500	12,409,000	26.3

\*Nielsen Nov. 1, 1953

The fact that more than 12,000,000 new radio sets were bought in 1953 is itself indicative of the importance people attach to this form of entertainment and information, the NBC Research and Planning Department reported.

-----O-----

NBC-New York, 5/6/54



NBC AND NASHVILLE RADIO AFFILIATE WSM TO PRESENT 'THE BIG SOUND,'  
PROGRAM MARKING VARIETY'S 'OUTSTANDING MUSIC' AWARD TO STATION

In conjunction with Variety's 1953-54 Showmanagement Award to Station WSM, NBC Radio affiliate in Nashville, Tenn., as the "outstanding music station," the network in cooperation with WSM will present THE BIG SOUND, a special musical review program, on Saturday, May 15 (7:30-8 p.m., EDT).

The program will be produced and directed by WSM. David Cobb will serve as emcee. Featured on this special show will be Owen Bradley and the WSM Orchestra, the Anita Kerr Singers and vocalists Buddy Hall, Dolores Watson, Webb Pierce and Marty Robbins.

The Variety award referred to WSM as "a maker of hits, a discoverer of talent, and proud pappy of country-style music that's such an important ingredient on the air everywhere and in jukeboxes coast-to-coast. WSM's unique position is no accident. It's the result of its continuing conviction that radio is healthy and important, and backing up that conviction with year-after-year investment in live programs, live talent. The Nashville story which made this Southern city one of the major pop music centers of the U.S.A. is largely the WSM story."

On this date only, the 7:30-8 p.m., EDT, portion of "The Big Preview" will be cancelled.

-----O-----



THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION  
PUBLISHED WEEKLY  
535 N. Dearborn Ave., Chicago, Ill. 60610

Subscription prices: \$12.00 per year in advance. Single copies, 35¢. Payment in advance. All communications should be addressed to the Editor, The Journal of the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610.

Copyright, 1964, by American Medical Association. All rights reserved. Printed in the U.S.A.

The Journal of the American Medical Association is a weekly publication of the American Medical Association. It is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610. The Journal is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610.

The Journal of the American Medical Association is a weekly publication of the American Medical Association. It is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610. The Journal is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610.

The Journal of the American Medical Association is a weekly publication of the American Medical Association. It is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610. The Journal is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610.

The Journal of the American Medical Association is a weekly publication of the American Medical Association. It is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610. The Journal is published for the Association by the American Medical Association, 535 N. Dearborn Ave., Chicago, Ill. 60610.



May 7, 1954

ANNUAL 'FINALS' FOR THREE-TIME 'AMATEUR HOUR' WINNERS  
TO BE TELECAST FROM N.Y.'S MADISON SQUARE GARDEN

The annual final competition among three-time winners on TED MACK'S ORIGINAL AMATEUR HOUR will be presented at Madison Square Garden Saturday, June 19 (NBC-TV, 8:30-9 p.m., EDT).

Called the "golden gloves" of the entertainment industry, similar principles used in conducting the boxing championships and the Davis Cup tennis matches will be followed in selecting the outstanding amateur entertainer of the year.

Eighteen three-time winners will appear at the Garden show. Ted Mack will emcee a two-hour session for the huge audience. However, the program will be on the air only one-half hour and the champion is to be determined by votes from TV viewers.

A series of three championship run-offs will be held on the air. From each run-off the two top vote-getters will qualify for the Madison Square Garden telecast. The run-offs will be on the programs of Saturdays, May 29, June 5 and June 12.

-----O-----



'BRIDE AND GROOM' COUPLES TO BE INTERVIEWED ON 'HOME'  
AS A NEW REGULAR FEATURE OF NBC-TV HOUR

HOME, NBC-TV's series for women (Mondays through Fridays, 11 a.m.-12 noon, EDT), will begin a new regular feature tying-in with NBC-TV's "Bride and Groom" show, starting Monday, May 17.

The day before the selected young couple is to be married on "Bride and Groom," the pair will appear on "Home" in a special "home services" segment. They'll get the benefit of advice and answers to pressing questions from Dr. Rose Franzblau, "Home's" psychology editor; have the groom's favorite dish cooked by food editor Katherine Kinne; be shown how to choose china, linen and silver by decorations editor Sydney Smith; and be presented with trousseau additions for the bride.

-----O-----

NBC'S H.M. GURIN DISCUSSES COLOR TV LIGHTING PROBLEMS  
AT CONVENTION OF MOTION PICTURE AND TV ENGINEERS

H.M. Gurin, engineering development administrative assistant for the National Broadcasting Company, today (May 7) told motion picture and TV engineers in Washington, that the mystery of lighting for color television "has been greatly overrated." Gurin spoke at the Hotel Statler at the annual convention of the Society of Motion Picture and Television Engineers.

He said the principal requirements call for a light source of "reasonably uniform quality, satisfactorily distributed to keep the luminance contrast within prescribed limits, and of sufficient quantity to fit the needs of the camera tube sensitivity in combination with its filters and dichroics."

-----O-----

NBC-New York, 5/7/54



THE UNITED STATES OF AMERICA

AS A NEW METHOD OF PRINTING

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA



NBC-TV NEWS

\*-----\*

CREDITS FOR 'BANK ON THE STARS' ON NBC-TV

PROGRAM: BANK ON THE STARS

DATE AND TIME: NBC-TV, Saturdays,  
8-8:30 p.m., EDT

PREMIERE DATE: May 15, 1954

EMCEE: Bill Cullen

FORMAT: Comedy-quiz. Contestants  
try to answer questions  
based on brief movie  
scene they have just  
witnessed. Winners earn  
chance to compete for  
Bank Night Bonus.

PRODUCER: Masterson, Reddy and  
Nelson

DIRECTOR: Craig Allen

ORIGINATION: New York

-----O-----

\*-----\*

NBC-New York, 5/7/54



'YOUNG, PRETTY AND WHOLESOME': JUST A FEW OF THE ADJECTIVES  
JOHN O'HARA HAS FOR BETTY WHITE IN COLLIER'S FEATURE

Betty White, star of her own NBC-TV program THE BETTY WHITE SHOW (Monday through Friday, 12:30 p.m., EDT), is a subject of complimentary comment in the May 28 issue of Collier's magazine. The author John O'Hara discusses "life in Hollywood in the television age."

In the feature, "Appointment with O'Hara," Miss White is described as "young and pretty, friendly and, if the word is pardonable, wholesome. She has a good figure, dresses simply, sings on key, moves gracefully, and she has a trace of self-consciousness that I found appealing."

O'Hara comments facetiously that Betty White's recently-signed contract with NBC may net her "\$60,000,000 or thereabouts" and draws a second conclusion that despite the fact that she has to get up at half past five in the morning to be on time for her East Coast telecast, "I guess any girl who can look pretty and refrain from snarling so early in the day must be real nice inside. Or -- she may be thinking of that \$60,000,000. Or both."

-----O-----

NBC-New York, 5/7/54







## COLOR TELEVISION NEWS

\*-----\*

NBC OPENS THREE-DAY COLOR TV SEMINAR  
FOR NETWORK AFFILIATES AND CBC

\*-----\*

The National Broadcasting Company today opened a three-day color television seminar for its network affiliates and the Canadian Broadcasting Corporation. The seminar deals with techniques of makeup, scenery, costumes, lighting, color film and color kinescope, and is based on years of NBC research in color television production.

The seminar is part of an overall NBC color indoctrination program begun last summer by NBC to acquaint its personnel and that of affiliates with the techniques of color television. With the delivery of RCA compatible color equipment to independent stations already under way, the present seminar marks an acceleration of the indoctrination program.

The sessions are being conducted in New York at the Colonial Theater, world's first fully equipped color television studio and NBC headquarters for color programming and research.

The seminar is being conducted by Barry Wood, executive producer in charge of color coordination; Norman Grant, director of design and creative arts; Richard Day, six-time Academy Award winner and color consultant; Reid Davis, technical color supervisor; Robert Shelby, director of color TV systems development; Stan Parlan, supervisor of broadcast film; and D. Goodale, staff engineer.

(more)





Attending today's session are: Fred C. Mueller, general manager, and Robert Fransen, program director, WEEK-TV, Peoria; Franklin D. Coslett, program director, and Fred Forster, production chief, WBRE-TV, Wilkes-Barre; Del Franklin, TV program manager, KSTP-TV, St. Paul; John McClean, assistant production supervisor, and Ben Hudelson, production supervisor, WBZ-TV, Boston; T.A. Baughn, supervising director, and Charles McGarrahan, art and scenic designer, WRGB, Schenectady; Bert Mitchell, program director, KPRC-TV, Houston; Jack Cornwell, set designer, WDSU-TV, New Orleans; Bernard Barth, program director of Crosley stations, and Neal Van Ells, program director of WLW-T, Cincinnati; Robert Head, program director, WLW-D, Dayton; Walter Jacobs, program director, WLW-C, Columbus; Stan Lee Broza, program manager, and E. Preston Stover, manager of operations, WPTZ, Philadelphia.

Attending the May 11 session will be: Miss Judy Lawton, program manager, WTRF-TV, Wheeling; Roy McCauley, production director, WTPA, Harrisburg; James Schiavone, program and production manager, and Frank Wurtsmith, facilities manager, WWJ-TV, Detroit; Joseph Fox, manager TV art; Colby Lewis, assistant TV program manager, and Hugo Birmingham, production supervisor, WTMJ-TV, Milwaukee; Lyle DeMoss, assistant general manager, WOW-TV, Omaha; Raymond E. Guth, program director, WOC-TV, Davenport; Ken Gfeller, WHO-TV, Des Moines; Seymour Horowitz, program manager, and Bryant Whisenant, art director, WJAR-TV, Providence; Charles Sibus, art director, and Thomas Fitzpatrick, TV director, WSYR-TV Syracuse; John V. Shand, director of TV operations, and John Mackin, assistant, WTVR, Richmond; Mark Toalson, production manager, WSB-TV, Atlanta; Ned R. Brooke, production manager, and James H. Ferguson, program director, WSAZ-TV, Huntington.

Attending the May 12 session will be: Nick Reisenweaver, WSJS, Winston Salem; George Chenault, program director, WSLS-TV, Roanoke; Victor F. Campbell, program manager, and S. ("Buddy") Pappas, production supervisor, WBAL-TV, Baltimore; David K. Harris, vice president in charge of production, and Selig Tanner, technical supervisor, WNHC-TV, New Haven; Eugene Zacher, program director, and James Trayhern, WHAM-TV, Rochester; Barton K. Feroe, station manager, and Robert Darby, production manager, WDEL-TV, Wilmington; J.E. Mathiot, technical director, Paul C. Rodenhauser, production manager, and Harold E. Miller, station manager, WGAL-TV, Lancaster; Tim Kiley, production manager, WMCT, Memphis.

Canadian Broadcasting Corp. -- Robert Allen, program director, CBLT, Toronto; J.P. Ladouceur, assistant program director, CBFT, Montreal.

-----O-----







# COLOR TELEVISION NEWS

## NBC COLOR TELECASTS FOR WEEK

(May 16 - 22)

### MONDAY, MAY 17 THROUGH FRIDAY, MAY 21 -

10-10:30 a.m., EDT -- DING DONG SCHOOL - Nursery school of the air, prepared especially for pre-school youngsters of three to five years of age, with Dr. Frances Horwich as "teacher." (From Chicago, Ill.)

Dr. Horwich, better known to the program's viewers as "Miss Frances," has opened up a new world of possibilities for teaching through television. Before her remarkable debut as a television schoolmistress late in 1952, Dr. Horwich had been a teacher and child-education specialist for 25 years.

-----O-----

NBC-New York, 5/10/54



PLYMOUTH EXTENDS NBC RADIO BUYS FOR ADDITIONAL WEEK  
ON SWAYZE, THREE PLAN, 'ROADSHOW' AND 'WEEKEND'

Plymouth Division, Chrysler Corporation, has extended for an additional week its contract with NBC Radio to sponsor two programs a week of JOHN CAMERON SWAYZE'S five-minute news show, three participations a week in The Three Plan, and one spot a week in ROADSHOW and WEEKEND.

The auto firm's contracts for these programs will now run for three consecutive weeks instead of the two weeks originally ordered. Plymouth began on May 4 to sponsor the Tuesday and Thursday broadcasts of John Cameron Swayze (9:30-9:35 p.m., EDT), and purchased one participation on the Monday, Wednesday and Friday broadcasts of FIBBER MCGEE AND MOLLY (10-10:15 p.m., EDT), starting May 3. The order for one participation a week in "Roadshow" (Saturdays, 2-6 p.m., EDT) began May 3, and the one participation a week in "Weekend" (Sundays, 4-6 p.m., EDT), started May 9.

N.W. Ayer & Son, Inc. is the advertising agency.

-----O-----

NBC-New York, 5/10/54





METROPOLITAN MUSEUM OF ART DIRECTOR, FOLLOWING NBC COLORCAST,  
HAILS POTENTIALS OF COLOR TV'S AID TO VISUAL ARTS

A new era in nationwide appreciation of art has been forecast as a result of the first color television broadcast from the Metropolitan Museum of Art in New York presented by NBC in RCA compatible color on Saturday (May 8).

Following the historic color "first," which also was seen on the nation's existing receivers in high quality black and white, came the announcement that the Metropolitan Museum of Art expected color television to "revolutionize" its educational activities.

Francis Henry Taylor, director of the Museum, expressed his belief that television in natural color can do as much for appreciation of the visual arts as radio has done for appreciation of fine music. Because of color television, he said, the art world is on the threshold of a period of expanding interest.

The telecast tapped the most extensive collection of art in the Western hemisphere. One of the chief problems that faced the program's producer, Robert Graff, was the vast quantity of masterpieces of the Metropolitan. From among thousands of paintings, sculpture and other art objects he chose 35; from those, he selected the 25 "that would most harmoniously go together."

(more)



Among the works exhibited in full color were paintings by Pieter Breughel, El Greco, Rembrandt, Vermeer, Manet, Cezanne and van Gogh. The sculpture included a 4000-year-old Egyptian faience hippopotamus, a 2,500-year-old Arabian bronze bull, and a classical Greek bronze horse.

The Metropolitan Museum set aside two special galleries for the telecast as well as the stage of its new Grace Rainey Rogers Auditorium. Participants in the program, in addition to Taylor, were Theodore Rousseau, the museum's curator of paintings, and Ben Grauer of NBC.

-----O-----

NEC-New York, 5/10/54





3 FINAL TELECASTS OF SID CAESAR AND IMOGENE COCA  
WILL HIGHLIGHT PAIR'S OUTSTANDING SKITS

Sid Caesar and Imogene Coca will repeat outstanding comedy sketches of the past six seasons on their three final presentations of YOUR SHOW OF SHOWS Saturdays, May 22, May 29, June 5 (NBC-TV, 9-10:30 p.m., EDT) after which this famous team will separate to have their own individual shows on NBC-TV next season.

As usual, Carl Reiner and Howard Morris will be on hand for the three final telecasts in supporting roles.

During their TV collaboration, Caesar and Coca have gone to the pinnacle of showbusiness success. They have won nearly every major award in television.

Max Liebman is producer-director of "Your Show of Shows." Hal Janis is executive producer.

-----O-----





# COLOR TELEVISION NEWS

OK

SCREEN AND STAGE STAR BETTY HUTTON SIGNED TO OPEN

NBC 'SPECTACULARS' WITH 'SHOW OF SHOWS' COLORCAST

- - -

Sept. 12 Curtain-Raiser Will Mark Her Television Debut

Betty Hutton, dynamic musical comedy star of motion pictures and stage, has been signed to open the National Broadcasting Company's Fall series of special color "spectaculars." The first presentation will be "Your Show of Shows" Sunday, Sept. 12 (7:30-9 p.m., EDT), to be produced and directed by Max Liebman, in RCA compatible color television.

Miss Hutton, one of the nation's few outstanding entertainers who have not yet been seen on television, will make her debut in the medium on this date.

As a special vehicle for Miss Hutton, Liebman has commissioned the writing of a musical comedy with an original book.

Liebman will produce and direct two such hour-and-a-half compatible color television extravaganzas each four weeks during the 1954-55 season. One will be seen every fourth Saturday, 9-10:30 p.m., EDT, and the other every fourth Sunday, 7:30-9 p.m., EDT. Liebman's second production in the series will be presented on Saturday, Sept. 25.

The 20 color presentations that Liebman will produce in the series will originate "live" from the new NBC color studio, now being completed in Brooklyn. These modern quarters formerly had housed the  
(more)



THE UNIVERSITY OF CHICAGO  
LIBRARY  
540 EAST 57TH STREET  
CHICAGO, ILL. 60637

THE UNIVERSITY OF CHICAGO  
LIBRARY  
540 EAST 57TH STREET  
CHICAGO, ILL. 60637  
This book is the property of the University of Chicago  
and is loaned to you for your personal use only.  
It is not to be sold, transferred, or otherwise disposed of  
without the written permission of the University of Chicago.  
Any person who violates this policy may be subject to  
disciplinary action.

THE UNIVERSITY OF CHICAGO  
LIBRARY  
540 EAST 57TH STREET  
CHICAGO, ILL. 60637  
This book is the property of the University of Chicago  
and is loaned to you for your personal use only.  
It is not to be sold, transferred, or otherwise disposed of  
without the written permission of the University of Chicago.  
Any person who violates this policy may be subject to  
disciplinary action.  
The University of Chicago Library  
540 East 57th Street  
Chicago, Illinois 60637  
This book is the property of the University of Chicago  
and is loaned to you for your personal use only.  
It is not to be sold, transferred, or otherwise disposed of  
without the written permission of the University of Chicago.  
Any person who violates this policy may be subject to  
disciplinary action.

THE UNIVERSITY OF CHICAGO  
LIBRARY  
540 EAST 57TH STREET  
CHICAGO, ILL. 60637  
This book is the property of the University of Chicago  
and is loaned to you for your personal use only.  
It is not to be sold, transferred, or otherwise disposed of  
without the written permission of the University of Chicago.  
Any person who violates this policy may be subject to  
disciplinary action.



Eastern motion picture activities of Warner Brothers Pictures. When the NBC Brooklyn studios are completed they will be the largest color studios in the world.

Miss Hutton's television debut marks a conspicuous TV "first." She starred in the Academy Award motion picture, "The Greatest Show on Earth," a production that has become a milestone in musical history. Her appearances at New York's famed Palace Theatre were outstanding successes. A singer, dancer and comedienne, Miss Hutton has been hailed as one of the most versatile stars in show business.

This series of "Your Show of Shows" will be broadcast in color under the RCA compatible color system. By September many thousands of viewers will have access to color receivers. The programs will be seen in high-quality black and white on the nation's more than 27,000,000 monochrome sets.

-----O-----

NBC-New York, 5/11/54

...the most successful ...  
...in the world.

...the ...  
...the ...  
...the ...  
...the ...  
...the ...

...the ...  
...the ...  
...the ...  
...the ...  
...the ...

...the ...

# NBC

## TRADE NEWS

OK

May 11, 1954

\*-----\*

NBC TELEVISION TO BRING CANADIAN PROFESSIONAL FOOTBALL  
TO U.S. VIEWERS FOR FIRST TIME THIS FALL

- - -

13-Game Series of Eastern Big Four Teams, With U.S.  
Collegiate and Pro Stars, to be Telecast

\*-----\*

Football played Canadian style -- a wide-open version of the American game sparked by famous U.S. collegiate and professional stars -- will be brought to televiewers in this country for the first time this Fall by the National Broadcasting Company.

NBC Television will broadcast a 13-game Saturday afternoon series featuring the Eastern Big Four teams of the Canadian Professional League.

The 13-game series, which will include the playoffs, will begin on Aug. 28 and conclude on Nov. 20. ||

The joint announcement was made in Ottawa last night (Monday, May 10) by Lew Hayman of Montreal, chairman of the League's television committee; J.A. Ouimet, general manager of the Canadian Broadcasting Corporation; and Thomas S. Gallery, sports director of the National Broadcasting Company.

The negotiations were conducted in close cooperation with the Canadian Broadcasting Corporation, of which Davidson Dunton is

(more)





## 2 - Football

chairman of the board. Ouimet and Ernest Bushnell, assistant general manager of the CBC, were active in making the arrangements with Gallery.

The Eastern Big Four is comprised of Montreal, Toronto, Ottawa and Hamilton. At the conclusion of the regular season, the top Eastern team meets the leader of the Western division (Calgary, Vancouver, Winnipeg, Regina and Edmonton) for the Grey Cup. The current champion is Hamilton, coached by Carl Voyles, formerly with Auburn, William and Mary, and the professional Brooklyn Dodgers.

Terms of the agreement were not made public. It marks, however, the first sale by the Big Four of television rights in the United States for regularly scheduled games, as well as the first time that Canadian football will be seen regularly by American televiewers.

American viewers watching the Canadian games will find added to the customary thrills of U.S. football a more exciting brand of wide-open play with the accent on passing, spread formations and freer broken-field running and kicking. Moreover, the rosters of the component teams in the League are heavily manned by former U.S. collegiate and professional stars.

Typical of the many American stars who have crossed the border to play with the Canadian teams are Eddie LeBaron, great passing quarterback of the Washington Redskins; DeWitt Coulter, former West Point and New York Giants All-League tackle; Larry Isbell, all-around back from Baylor; Arnie Weinmeister, one of the greatest linemen in American football; Kosse Johnson, the hard-running back from Rice Institute; Larry Grigg, versatile back from Oklahoma; Mac Speedie, great pass-catching end from the Cleveland Browns; Dick

(more)



### 3 - Football

Huffman, stand-out tackle of Tennessee and the Los Angeles Rams; and Bobby Marlow, brilliant running back from Alabama.

This exciting, rugged Canadian game has boomed in popularity to such an extent that it now rivals hockey as Canada's No. 1 sport. Canadian football began years ago as a form of rugger, that fast, wild English game in which practically anything goes. Gradually, it was modified to parallel U.S. football. The American ball was adopted and the forward pass introduced. Following World War II, member teams began to import U.S. players and coaches -- who brought the T-formation with them. Canadians are wildly enthusiastic about the sport and give strong support to their teams.

American uniforms and equipment are standard. As for the game itself, there are 12 men on each side, instead of 11. There are five backs instead of four, and a team has only three downs in which to gain 10 yards.

Each touchdown counts five points, rather than six. One point, called a "rouge," is scored against a team which receives a kick behind its own goal line and fails to run the ball out. The gridiron itself is 10 yards longer and  $11 \frac{2}{3}$  yards wider than the American football field.

Another major distinction is that downfield blocking is prohibited 10 yards beyond the line of scrimmage. In other words, the open-field runner is really on his own.

The Canadian Broadcasting Corporation will supply NBC with video pickups of the games which will be relayed to the United States via Buffalo. NBC will provide its own sportcasters for the games.

The games will be available for commercial sponsorship.

-----O-----

NBC-New York, 5/11/54







\* \_\_\_\_\_ \*

NBC AND JEWISH THEOLOGICAL SEMINARY WIN AWARD

\* \_\_\_\_\_ \*

NBC and the Jewish Theological Seminary of America have been jointly cited for "an outstanding television program of Jewish interest" in the third annual awards presentation of the National Council of Jewish Audio-Visual Materials, sponsored by the American Association for Jewish Education.

The award-winning telecast was "The King's Hunchback," a drama by Morton Wishengrad presented on the NBC Television religious program, FRONTIERS OF FAITH, in cooperation with the Jewish Theological Seminary of America. The play dramatized episodes in the life of Moses Mendelssohn, the 18th century Jewish philosopher who challenged Frederick the Great on the issue of religious freedom.

Doris Ann, who produces the weekly "Frontiers of Faith" program, has accepted a scroll from the council on behalf of the network. The award-granting council consists of representatives of 34 major national Jewish communal and educational agencies interested in development of audio-visual materials to further Jewish educational and cultural pursuits.

-----O-----

NBC-New York, 5/11/54



'CIRCLE THEATRE' CITED FOR TELEPLAY URGING BETTER  
UNDERSTANDING OF MENTAL ILLNESS

Hudson Faussett, producer of ARMSTRONG'S CIRCLE THEATRE, received today in behalf of the program a commendation from the National Association for Mental Health, citing its forthcoming presentation of "Break Down," a teleplay with a plea for a better understanding of mental illness, to be seen Tuesday, May 18 (NBC-TV, 9:30 p.m., EDT).

The citation was presented at a rehearsal in New York by Robert M. Heining, executive director of the association, which is conducting a mental health fund campaign for \$5,000,000 to improve conditions in mental hospitals and to create community health clinics. Heining said, "By presenting this dramatic story of the readjustment of a middle-aged woman who has just come from a mental hospital, 'Armstrong's Circle Theatre' is making a great contribution to public understanding of one of our country's greatest health problems -- mental illness."

Carmen Mathews will star in this original teleplay by Dave Allen, which features Patricia Smith and William Redfield.

-----O-----

NBC-New York, 5/11/54





\*-----\*

50 HONEYMOONING COUPLES TO GET CHANCE TO ATTEND  
WEDDING OF MR. PEEPERS AND NANCY REMINGTON

\*-----\*

Would you like to be a special studio guest at the Robinson Peepers-Nancy Remington wedding on NBC Television's MISTER PEEPERS program on Sunday, May 23 (7:30-8 p.m., EDT)? It's very easy (if you aren't already hitched); just ask the best girlfriend or boyfriend to say "I do" between now and then.

NBC, in cooperation with Hotel New Yorker, will have as its guests for the wedding in Studio 8-H 50 couples who are in New York City that weekend for their honeymoons. The network has allotted the hotel 50 pairs of tickets for the purpose. The tickets will go to the first 50 honeymooning couples who establish eligibility and make reservations at the New Yorker. The honeymooners will meet Wally Cox and Pat Benoit -- "Mr. and Mrs. Peepers" -- after the broadcast.

In order to establish eligibility, prospective brides and grooms must send to the hotel, along with their reservation requests, a newspaper clipping of their engagement announcement or wedding plans, or a wedding invitation.

The reservations and evidence of eligibility should be sent to Hotel New Yorker, 34th Street and Eighth Avenue, New York City, and not to Robinson Peepers or Nancy Remington, who are very busy making their own honeymoon plans.

-----O-----

NBC--New York, 5/11/54

REPORT OF THE BOARD OF DIRECTORS  
 TO THE STOCKHOLDERS OF THE  
 COMPANY FOR THE YEAR 1911

Dear Sirs: We have the honor to acknowledge the receipt of your letter of the 14th inst. in relation to the report of the Board of Directors for the year 1911. The report is being prepared and will be ready for distribution in a few days. It contains a full and complete statement of the affairs of the company for the year just closed, and also a statement of the position of the company at the present time. The report is being prepared in accordance with the provisions of the charter of the company, and is being prepared in a concise and clear manner, so that it may be easily understood by all the stockholders. The report is being prepared in accordance with the provisions of the charter of the company, and is being prepared in a concise and clear manner, so that it may be easily understood by all the stockholders.



## TRADE NEWS

May 13, 1954

'CHEER TELEVISION THEATRE' STARTS ON NBC-TV MAY 30;  
SERIES WILL INCLUDE FIVE CONSECUTIVE SUNDAY DRAMAS

CHEER TELEVISION THEATRE will present a filmed series of five dramatic programs on NBC-TV beginning Sunday, May 30 (7 p.m., EDT) in the time-spot of the "Paul Winchell Show."

The dramas will vary in theme, ranging from inspirational to adventure plots.

Following is a brief outline of the five stories featuring Hollywood players:

May 30: "Pablo's Well," the story of a deeply religious custodian of a desert well who matches his faith against the evil desperation of an escaped convict.

June 6: "The Chinese Stick"; a mortgage shark and a smooth confidence man tangle in a game of double-cross.

June 13: "Pride of the Force"; a bitter feud erupts between a young patrolman and a police lieutenant, and it almost ends in tragedy.

June 20: "Man on the Bluff"; an action story of the West in which ruthless cowmen attempt to obstruct the law and the course of true love.

June 27: "The Boss Comes to Dinner"; A situation comedy with a young wife trying to impress her husband's employer and doing it much better than she had any reason to expect.

The "Cheer Television Theatre" is under the sponsorship of Procter & Gamble. The agency is Young & Rubicam.

-----O-----







'HOME' TO TAKE TELEVIEWERS ON TOUR  
OF GIMBEL'S STORE IN PHILADELPHIA

- - -

New 'Home' Busypocket Apron to be Introduced

Marking the first major promotional tie-up between a national television program and a leading department store, NBC-TV's HOME series (Mondays through Fridays, 11 a.m.-12 noon, EDT) will take its viewers on a special shopping tour of Gimbel's department store in Philadelphia on Thursday, May 20.

On this date, the major portion of "Home" will originate from Gimbel's and all merchandise seen on the various segments of the program -- fashions, home furnishings, shopping news items and sponsors' products -- will come from the store's stock.

For a full week preceding the telecast, the Gimbel's store will conduct an extensive promotion, in cooperation with NBC's Philadelphia affiliate WPTZ, throughout the store and in local newspapers, publicizing the broadcast and the "Home" show in general. This will include four of the store's outside windows featuring displays on the program and inside displays on all of "Home's" sponsors.

Members of the "Home" staff will also participate in the pre-broadcast promotion, traveling to Philadelphia from New York to appear in person in the various departments of the store. Among them will be "Home's" cooking editor, Katharine Kinne, who will appear at Gimbel's International Food Fair in the food department; home decorations editor Sydney Smith, who will be seen in the furniture department; and fashion and beauty editor Eve Hunter will make appearances in the store's fashion and cosmetic departments.

(more)



This will be the first of a series of such promotions being planned by the "Home" unit and the NBC Merchandising department with various department stores in cities throughout the country.

During this telecast of "Home," special tips on shopping will be offered and "Home's" Busypockets apron will be introduced for the first time. This apron is the first merchandise item inspired by the "Home" show and was especially designed by Midge Grant.

-----O-----

NBC-New York, 5/13/54

*Journal of Management Education* 30(6)p. 789-804





# COLOR TELEVISION NEWS

## MEMBERS OF NBC COLOR CORPS TO ADDRESS BROADCAST ENGINEERING CONFERENCE

The Broadcast Engineering Conference will hold its eighth annual convention in Chicago May 23-27 when, with the accent on color television, members of the National Broadcasting Company's Color Corps will occupy prominent places on the speakers' panel.

Presentation of technical papers and panel discussions are scheduled for May 25-27. Raymond F. Guy, NBC manager of radio and allocations engineering, will preside over the May 25th session.

Robert E. Shelby, NBC director of color television systems development, will discuss "Results of Experience to Date in Color TV Operations" May 25. Howard C. Gronberg, NBC television staff engineer, will explain "Routine Test and Alignment Procedures for Amplifiers and Circuits Used for Color TV" May 26.

Reid R. Davis, NBC technical operations supervisor, will speak on "Lighting, Makeup, Costumes and Sets for Color TV." "Color TV Motion Picture Film Reproduction" will be the topic of Keith E. Mullenger, NBC Development Group. Davis and Mr. Mullenger also will be heard May 26.

-----O-----

NBC-New York, 5/13/54



OK

## WUSN-TV TO BECOME NBC AFFILIATE

Station WUSN-TV, Charleston, S.C., has signed an affiliation agreement with the National Broadcasting Company, Harry Bannister, Vice President in charge of Station Relations, announced today.

The TV outlet, currently under construction, is scheduled to go on the air with NBC programs on Sept. 25, 1954. It will operate on Channel 2, from atop an 850-foot tower with 100,000 watts effective radiated power.

J. Drayton Hastie is president of the Southern Broadcasting Company, which owns the TV affiliate and a radio station, WUSN. Philip D. Porterfield, formerly an account executive with NBC Network Sales, is general sales manager for the Charleston stations.

-----O-----

## TWO JOIN SALES STAFF OF 'TODAY-HOME' UNIT

James G. Hergen and John E. McArdle have joined the sales staff of the TODAY-HOME Unit of NBC's Television Network Sales Department.

Hergen formerly was assistant sales manager of the Filing Equipment Bureau of New York, Inc. McArdle previously was a sales representative with Ziff-Davis Publishing Company.

-----O-----

NBC-New York, 5/12/54





# NBC

## TRADE NEWS

OK

May 14, 1954

\*-----\*

NEW TEXAS COMPANY SERIES ON NBC-TV WILL STAR

JIMMY DURANTE AND DONALD O'CONNOR

- - -

Programs to be Scheduled 3 Weeks Out of Every 4

\*-----\*

The Texas Company, one of the pioneers in commercial television programming, will re-enter TV on a major scale next Fall with a half-hour comedy program over the NBC-TV network, it was announced ~~to~~ ~~day~~ by George H. Frey, NBC Vice President in charge of TV Network Sales.

The company will sponsor Jimmy Durante and Donald O'Connor on alternate weeks in a top-flight comedy show to be presented Saturdays from 9:30-10 p.m., EST, three weeks out of every four. The new series of 39 programs will premiere in early Fall. Kudner Agency, Inc., represents the client. //

In Durante, the company will have one of the most popular personalities in show business. Since his TV debut over NBC in November, 1950, the "Schnozz" has starred on hour-long programs on approximately a once-a-month basis. He was honored in 1951 with the Peabody Award "for the best entertainment in television."

Donald O'Connor, by coincidence, made his TV debut on NBC three years ago as the guest of his close personal friend, Jimmy

(more)



Durante. He has been an outstanding television performer ever since. Last December he won the Sylvania Television Award with the citation: "Though he is young in years, Mr. O'Connor's show business background qualifies him as a seasoned trouper."

The Texas Company's contract for the new NBC series, after a year's absence from network TV, marks the renewal of a long and close association between the company and NBC, Frey pointed out. One of the early advertisers in television, the Texas Company launched the first big-time variety show over a seven-station TV network of NBC on June 8, 1948. The show was the "Texaco Star Theatre" with Milton Berle.

Within a few weeks the program became the biggest attraction in television and earned for its star the title of "Mr. Television." The success of this outstanding show was responsible in a large measure for arousing much of the initial public excitement which inspired the boom of TV set sales at that time.

The Texas Company continued to sponsor Milton Berle for five years. During that time, the "Texaco Star Theatre" ranked as one of the most popular programs on television.

Frey pointed out that the Durante and O'Connor programs are another forward move on the part of NBC to solidify its position in Saturday night comedy presentations. Other important program announcements for this night will be made shortly.

-----O-----

NBC-New York, 5/14/54









# COLOR TELEVISION NEWS



NBC RESEARCH HEAD REVEALS COLOR TV WILL BE AVAILABLE  
IN AREAS COVERING 95% OF U.S. TV HOMES BY YEAR'S END

By the end of 1954, network color television service will be available in areas covering 95 percent of the TV homes in the country.

This was disclosed Thursday, May 13 by Hugh M. Beville, NBC's director of research and planning, in an address before the Public Utilities Advertising Association Convention in Boston.

He based this estimate upon a survey of orders from NBC affiliates for the installation of color transmitting equipment this year and from the Bell System's plan for extension of color circuits. At the present time, NBC has 28 affiliated stations equipped to carry the network's color programs.

Beville told the public utilities representatives that color TV will present them with unsurpassed new advertising and public relations opportunities. "In the areas of food storage and preparation, of home furnishings, of appliance demonstrations, color can be enormously effective," he said.

The NBC research director spoke of the possibility of color television bringing an end to the so-called "white goods." "Just as the solid black automobile is now largely confined to the dowager's town car and the limousine," Beville said, "we can anticipate a future where the white kitchens may be confined to hospitals and similar institutions. The present tentative steps toward tinted ranges and refrigerators could receive vigorous stimulation from color television."

(more)



In his speech, "What's Ahead in Television?" Beville urged the representatives of thePUAA to consider seriously the value of UHF in television. He stressed the importance of UHF as an integral part of the present and future of TV, and pointed out that the majority of UHF stations have realistically priced their time so that in audience value delivered they are an economical advertising buy.

"As industrial and advertising leaders in your areas, your use of UHF stations could lend important psychological aid to eliminate any advertiser prejudice against UHF," Beville said.

He added that TV represents to the electric utility not only a challenging advertising medium but a very important addition to the power consumption for the average home. "Among home appliances, the TV set uses current during more hours annually than any other appliance, with the sole exception of the food freezer," Beville said.

"On a year-round average, the TV set is used four and two-thirds hours per day," he pointed out. "It has been estimated that TV receivers in 1953 accounted for approximately 10 per cent of the total combined residential and rural consumption of electrical power in the U.S.," he added.

Beville reported that in two years -- between 1951 and 1953 -- electrical appliance advertisers more than doubled their network television time expenditures. "In the first two months of this year, the appliance field increased its TV network outlays by 56 per cent over the like period of 1953," he said.

-----O-----







OK

\*-----\*

| TV SET TOTAL IN U.S. NOW NEAR 30,000,000 |

\*-----\*

Television sets in use as of April 1, 1954 totaled 29,495,000, according to an estimate released today by Hugh M. Beville, Jr., director of Research and Planning for the National Broadcasting Company. The new estimate reflects an increase of 6,239,000 installations since April 1, 1953, a gain of 27 percent in the 12-month period.

As of April 1, 1954, there were 169 NBC-TV affiliates, 127 of which were interconnected. // Approximately 28,393,200 sets were within the area of NBC's interconnected network. This area includes 96 percent of the total U.S. television sets-in-use.

-----O-----

BROOKS CLIFT NAMED A DIRECTOR ON NBC-TV'S 'HOME' SHOW;

OTHER APPOINTMENTS FOR SERIES ALSO ANNOUNCED

Brooks Clift has been promoted from associate director on NBC-TV's HOME show (Mondays through Fridays, 11 a.m.-12 noon, EDT) to a full director on the program, alternating with the show's other director, Garth Dietrick, on an "every-other-day" basis.

Clift has been with NBC for three years as stage manager and associate producer on such programs as "Your Hit Parade," "Milton Berle," "Martin Kane," "Revlon Theatre," "Excursion " and the "Dave Garroway Show." Perry Massey will be the new associate director on "Home."

Other additions to the "Home" production staff include Al Morgan, who comes to the program from CBS, where he was a writer and producer in the public affairs department. He will fill the newly-created position of editor in charge of script and special events.

-----O-----

NBC-New York, 5/14/54



# NBC

## TRADE NEWS

May 17, 1954

### NBC STATEMENT ON FIRESTONE PROGRAM

The departure of "The Voice of Firestone" program is a source of great regret to the National Broadcasting Company. We made a prolonged effort to relocate the television program in the belief that this would serve the best interests of our viewing audience, our sponsor, our affiliated stations and the program itself.

NBC was convinced that, with such a move, the Firestone program would maintain the great public acceptance in a time period -- away from powerful entertainment attractions -- that it has demonstrated in single-station markets. In its Monday night slot, faced with strong competition from another network and surrounded by programs of a wholly different character, the Firestone television show suffered a drastic loss of audience over the past years as more and more television stations opened. Conversely, the Firestone simulcast on radio maintained a continued high rating because it was presented within the proper framework of a full Monday evening of great musical broadcasts. It was never contemplated that the radio show would be changed to a different time.

(more)







We believe that the millions of Americans who admire the high musical quality of the Firestone telecast would continue to view it at another hour as they now do on Monday. In addition, we think that many who do not see it now, because they prefer a Monday night television pattern of light entertainment and melodrama, would watch "The Voice of Firestone" during a time when programming emphasis is on cultural presentations.

We therefore suggested to the sponsor a number of alternate proposals. One of these was the move to a late Sunday afternoon time slot between the "Hallmark Hall of Fame" and "Meet the Press" -- both of which bear a cultural and educational imprint and both of which programs consistently command large and interested audiences. Within this programming context, the Firestone offering would have captured an increased all-family audience and would have arrested the downward trend of its rating -- a trend that soon would have become more pronounced since single-station markets, on which the program increasingly depends, are rapidly disappearing.

NBC and the Firestone Tire and Rubber Company have enjoyed a pleasant and rewarding association for 25 years in radio and five years in television. We hope that the day will soon come when we will be able to resume that relationship. In the meantime we wish the Firestone Company and its program the best of good fortune.

-----O-----

NBC-New York, 5/17/54

The program for the afternoon of the 15th of January, and the 16th of January, of the University of Chicago, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 15th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 16th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States."

The program for the 15th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 16th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 17th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 18th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 19th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 20th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States."

The program for the 21st of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 22nd of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 23rd of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 24th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States." The program for the 25th of January, will consist of a series of lectures, and a series of discussions, on the subject of the "History of the United States."

# NBC O & O STATIONS DIVISION

# News

## NBC OWNED STATIONS PROVIDE BIG SCREEN DEMONSTRATION OF 'HOME' SHOW AT LARGEST SUPERMARKET MEET

The NBC Owned Stations Division pulled a merchandising coup by arranging for a big screen demonstration of the NBC HOME show at the annual convention of the Supermarket Institute in Cleveland May 26.

A segment of "Home" will be telecast directly from the exhibition floor of Cleveland's Convention Hall and will be carried closed circuit to the 4,000 blue chip advertisers and retailers gathered in the auditorium. Max W. Buck, director of merchandising for NBC's Owned Stations, arranged the demonstration. Buck is heading up a corps of merchandising executives from the NBC Owned Stations who will demonstrate for the manufacturers the mechanics of NBC's "Chain Lightning" plan.

"This is the second time the NBC Owned Stations have cooperated with the Supermarket Institute to bring a dramatic presentation of the impact of TV as an advertising medium," Buck said. In 1953 a 45-minute closed circuit telecast of a Supermarket grand opening was brought into Cleveland's Convention Hall from Painesville, Ohio, a distance of 30 miles.

(more)





2 - NBC Owned Stations

Because of the hour of the "Home" telecast this will provide the first opportunity for many food advertisers to see this new kind of program.

Buck will set up NBC O&O merchandising headquarters at the Hotel Hollenden during the four days of the convention, which it is reported draws more visitors than any other trade convention.

NBC's Owned Stations' participation in the Supermarket Convention is another step in their continuing program to maintain their position as the "Supermarket Stations."

Representing the O&O Stations will be Buck; David Engles, KNBC, San Francisco; John Keys and Frank Downes, WMAQ-WNBQ, Chicago; William Dallman, WTAM-WNBK, Cleveland; Curt Prior, WRC-WNEW, Washington, D.C.; and Harry Camp, KNBH, Los Angeles, California.

-----O-----

NBC-New York, 5/17/54





# COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

May 23-29

ON NBC-TV NETWORK INCLUDING WNBT -- MONDAY,  
MAY 24; TUESDAY, MAY 25; and WEDNESDAY, MAY 26-  
12 NOON, EDT.

BRIDE AND GROOM - The TV show on which  
couples are married. John Nelson is emcee.

\* \* \*

ON WNBT ONLY -- MONDAY, MAY 24 through  
FRIDAY, MAY 28 - 1:30-2 p.m., EDT.

HERE'S LOOKING AT YOU - with Richard Willis,  
who describes the use of color in makeup, fashion  
and home decorating.

-----O-----

NBC-New York, 5/17/54





AMERICAN TOBACCO RENEWS 'BIG STORY'  
ON NBC RADIO FOR FALL-WINTER SEASON

Sponsorship of BIG STORY for the 1954-55 season has been renewed by the American Tobacco Company, it was announced today (May 17) by Fred Horton, director of sales for the NBC Radio Network.

The renewal contract signed through Sullivan, Stauffer, Colwell & Bayles, Inc., is effective Sept. 8. BIG STORY will take a Summer hiatus from June 2 until that time.

The program heard on Wednesdays from 9:30-10 p.m., on the NBC Radio Network features dramatizations of outstanding stories covered by prominent reporters in various parts of the country, with particular emphasis on the role played by the reporter in contributing to the welfare of the community or nation.

-----O-----

OK RICHARD WELSCH NAMED TO WEST COAST POST

Richard Welsch has been appointed manager of production of NBC's West Coast networks division, Thomas W. Sarnoff, director of production, announced today. Welsch formerly was unit production manager for NBC-TV's "Colgate Comedy Hour," and before that was with Station KNBH, Hollywood, and RKO Studios.

-----O-----

NBC-New York, 5/17/54



# NBC

## TRADE NEWS

OK

COLOR TV WILL 'EXPLODE' AMERICAN ECONOMY TO NEW HIGH LEVEL,  
WEAVER TELLS PITTSBURGH ADVERTISING CLUB

- - -

NBC President Reveals Green Light for Plans to Convert 'Tonight'  
Program to Color in Addition to Color Spectaculars

Pittsburgh, Pa., May 18 -- Color television, harnessed to the sale of goods and services, will "explode" the American economy upwards to a new and higher plateau, Sylvester L. Weaver, Jr., President of the National Broadcasting Company, predicted ~~today~~ to the Pittsburgh Advertising Club. *May 18.*

"Color television," Mr. Weaver asserted, "is going to force the pace of change in business and the leisure time activities of the people. Color television will provide a service that will give something of interest to everyone, that will force excitement into the lives of the people not only by communicating events in which they have a high interest, as in politics and sports, but in special entertainment events, such as our color spectaculars, which will make people come home and stay home and watch television, and go out and buy color sets."

Mr. Weaver revealed to the advertising group that he has approved a plan to convert to color NBC's long-blueprinted show "Tonight" similar in concept to "Today," and that if this plan works

(more)





out NBC will broadcast a color show every night from 11:15 to 1:00 a.m. in the Eastern time zone and from 11:00 to 12:00 Midnight in the Central time zone. This will be in addition to the three different series of 90-minute color spectaculars to premiere this Fall and other special color programs. ||

"Broadcasting 'Tonight' in color would alone give us almost 10 hours a week of colorcasting to experiment with in live production, and if sold on an announcement basis and with live cut-ins for local sale, we will be able to offer advertisers a real service," Mr. Weaver said. "Or, we will be able to offer low-cost color laboratories really, with one-minute live color advertisements for agency and client to work out and see that night. Test and try and modify and be at home to watch what you have wrought."

Mr. Weaver spoke at "Gulf Day" at the Pittsburgh Advertising Club and was the guest of top officials of the Gulf Oil Corporation.

"Those of you who will decide to wait for circulation of a commercial size will miss the boat in color television," Weaver told the club. "Those who recognize that as powerful an influence as any other factor in determining the conviction of consumers is the word-of-mouth, conversation-piece quality, the excitement and leadership factors that go with early and heavy use of advertising innovations will be using color, and gaining new leadership from color, and increasing the use of their products in color television homes, long before the circulation is important statistically. Leaders did that in radio and television and color print. And those companies which depend on their dealer and trade enthusiasm to deliver sales to a large extent can use color television this Fall to build new stature for their company and their sales."

(more)



Mr. Weaver told the advertising executives that as NBC develops its television program schedule for all-segment use in the future, it will break the shackles of the radio pattern and insist on program change and innovation.

"The dropping-audience characteristic of latter-day radio will depart," he asserted. "We will continue to take shows from anyone and usually let anyone produce them. As a communications center, we believe it is intelligent to transmit the work of as many creative groups as we can, not try to run all the programs. But what kind of program, and how they are sold, and where they are placed -- that is fundamentally our business, the network business."

Discussing NBC's plans for radio, Mr. Weaver said they are built on the principle that network radio service will continue to deliver very large national audiences at very low costs and that the range of advertising and selling available to all national advertisers will be able to give any advertiser anything he wants.

"What we are doing is to build a new selling attack on all advertisers, to sell them radio which we know moves goods with fantastic power," he declared, "but is a variety of forms to fit their needs.

"Part of this new attack is also to give the listener new reasons to make the new personal service radio a valuable, rewarding service that will get a lot of time. Our plans are to offer a national service with a cumulative rating or audience of all homes and almost all individuals."

No matter how grandiose its objectives and concepts, television still faces the basic job of interesting people and holding

(more)







their attention, Mr. Weaver said. Its mission, he continued, is to inform while it entertains, to enlighten through exposure, to demonstrate to viewers how valuable are many of the features in which they may show little interest.

"In addition to this job of cultural material integrated into one regular program," Mr. Weaver said, "we also have the job of serving all segments of the population, and doing it on a planned basis so that the medium does not become an escape mechanism flooding half our homes with trivia. It is true from our experience that while all people like basic kinds of entertainment part of the time, and some people like some kinds of things all of the time, we must have a balanced service that tries to overlay group by group with programs in which all have interest and each has interest, and produce a service that is used by all and by all used to a major extent. Thus, block by block, we are trying to devise programming which ever broadens the audience, ever increases the usefulness of our service.

"Television must serve all segments of the population and it must provide for the special interests of special groups. But it must do this within the medium of an intelligent basis, developed by professional managers of broadcasting from their experience."

On the advertising side of its television plans, Mr. Weaver explained to the group, NBC's policies since he joined the company in 1949 have been to develop a range of advertising uses for all national advertisers. This is being accomplished by building major nighttime attractions affordable by small national advertisers through multiple sponsorship and special programs in other hours of the broadcast day for participating sponsorship, he said. NBC now has the world's largest and smallest advertisers on the same programs, he pointed out, bringing more of the national advertising budget to television and to national network television.

(more)



NBC will not sell time to pile one escape show on another which can serve little purpose beyond diversion, Mr. Weaver emphasized, and since these aim at the same heavy viewer minority of the over-all audience they will slowly depress the usefulness of the medium. Such a formula, he pointed out, would provide the lowered costs which advertisers are under constant pressure to achieve but their over-all effect would be to end up with service to a much smaller audience, even though per program ratings might remain strong. The final result, he said, would be to let the television medium slide into a pattern of placing a few time periods for good programming while failing to utilize the full potentialities of the medium.

"This is not only a disservice to our society at a time of crisis but it is even the wrong way to build good advertising values," Mr. Weaver said.

"The over-all effect of our controlled and balanced programming will be to serve the interests of an enlightened people," he concluded. "The television instrument can be the means through which a man can understand himself and his times, through which our children grow up learning that the world is a world of diffusion, of difference, of many people and many places, and that there are many more things that unify than divide mankind."

-----O-----

NBC-New York, 5/18/54





May 18, 1954

\*-----\*

\$1,500,000 IN NEW BUSINESS IS BOOKED IN WEEK

FOR NBC RADIO NETWORK PARTICIPATION PLAN

\*-----\*

The NBC Radio Network Participation Plan booked more than \$1,500,000 in new business last week, it was announced by William H. Fineshriber, Jr., Vice President in charge of the NBC Radio Network.

The new orders are from the Prudential Insurance Company of America, Inc., and from the Radio Corporation of America, with both clients placing orders to afford them the maximum advantage in cumulative audience circulation. RCA particularly placed time reservations to allow for seasonal concentrated selling campaigns on merchandise.

"The Prudential Insurance and the RCA purchases are indicative of the recognition of the value of the NBC Participation Plan by major advertisers," Fineshriber said. "These purchases are sound buys which provide the largest audience at low cost for hard, direct selling.

"The current value of the Participation Plan can be seen in the historical record of audiences of the 'Fibber McGee and Molly' program alone," Fineshriber said. "In 1946, 'McGee and Molly' provided S.C. Johnson with the top-rated radio program at a cost of \$2.61 for each 1,000 homes reached with a commercial message. In 1954, the

(more)



## 2 - Participation Plan

purchase of three minutes of commercial time in that program yields a weekly audience of almost 4,500,000 homes at a cost of only \$1.97 for each 1,000 homes reached by the message."

The Prudential Insurance Company contract, signed through Calkins & Holden, Carlock, McClinton & Smith Inc., is for five participations per week in the "across the board" FIBBER McGEE AND MOLLY strip, for 39 weeks firm starting Sept. 26. This purchase will constitute Prudential's sole national radio network sponsorship for the 1954-55 season.

The RCA participation orders were placed on a Kenyon & Eckhardt Advertising Agency recommendation based on a study by its own research department and another major research organization. It was found that the RCA brand name has a well grounded and extremely high consumer reputation. Radio network and its "point of use" audience were recommended for the sale of RCA merchandise. RCA planned its purchases to take advantage of the large circulation afforded in the cumulative effect of the NBC Radio Network Participation Plan, and placed reservations to allow for concentrated seasonal sales promotion campaigns at the varying times that new RCA models are announced.

Simultaneously with an order to buy the ONE MAN'S FAMILY program each Wednesday, RCA placed orders for two participations per week on FIBBER McGEE AND MOLLY, one being heard on each Monday and one on Friday.

With this as a basis for a steady brand name advertising campaign, RCA orders for additional seasonal sales promotion participations were placed for the first 13 weeks, with July 18-24,

(more)





### 3 - Participation Plan

Sept. 8-14 and Sept. 15-21 being designated as weeks for special promotional participations.

During each of those three weeks, RCA will sponsor three participations per week on FIBBER MCGEE AND MOLLY, four per week on SECOND CHANCE, three per week on IT PAYS TO BE MARRIED, two per week on WEEKEND and one per week on ROADSHOW.

The RCA orders were placed through its advertising agency, Kenyon & Eckhardt, and will become effective this week beginning July 4.

-----O-----

NBC-New York, 5/18/54





## COLOR TELEVISION NEWS

### SIX COLORCASTS ANNOUNCED FOR NBC'S

#### 'BRIDE AND GROOM' SERIES

Six color telecasts of NBC-TV's BRIDE AND GROOM (Monday through Friday, 12 noon, EDT) are scheduled to take place soon.

The wedding ceremonies scheduled for May 24, May 25 and May 26 as well as those scheduled for May 31, June 1 and June 2 will make up the half-dozen to be done in color.

Included in these marriages will be one ceremony in which both the bride and bridegroom, formerly from Scotland, will be attired in native costumes.

The schedule for the colorcasts follows:

Monday, May 24 -- Bobbie Dean Burns, of 1731 Peabody Ave., Memphis Tenn., will wed Wade Albert Simpson, of 529 South McLean, Memphis, Tenn.

Tuesday, May 25 -- Jessie Grant, c/o R.R. Carpenter, Wagoner's Row, Montchanin, Del., will become the bride of Robert Collins Gilchrist, of Clifton Park Apartments, Wilmington, Del. Both the bride and bridegroom will wear Scottish attire for the ceremony.

Wednesday, May 26 -- Virginia Carol Parker, of 185 Middle Street, Braintree, Mass., will wed Samuel James Noftle, of 509 Central St., Saugus, Mass.

Monday, May 31 -- Shirley Anna Christian, of Pine Bush, N.Y. will become the bride of Philip James Nonenmacher, of 214 Dupont Avenue, Newburgh, N.Y.

Tuesday, June 1 -- Margo Frances Ball, of 4 Davis Street, Neptune Beach, Fla. will marry Albert Lewis Boyd, USCG, of Clinton, S.C.

The above programs will be presented in RCA compatible color and will be available on the nation's existing receivers in high-quality black and white.

-----O-----

NBC-New York, 5/18/54

THE HISTORY OF THE  
CITY OF BOSTON

From the first settlement of the  
city in 1630 to the present time  
the city has grown from a small  
village to a large metropolis.  
The city has been the seat of  
commerce and industry since  
the first settlement. The city  
has been the center of the  
state since the first settlement.  
The city has been the seat of  
government since the first  
settlement. The city has been  
the center of the state since  
the first settlement. The city  
has been the seat of government  
since the first settlement. The  
city has been the center of the  
state since the first settlement.

THE HISTORY OF THE  
CITY OF BOSTON

From the first settlement of the  
city in 1630 to the present time  
the city has grown from a small  
village to a large metropolis.  
The city has been the seat of  
commerce and industry since  
the first settlement. The city  
has been the center of the  
state since the first settlement.  
The city has been the seat of  
government since the first  
settlement. The city has been  
the center of the state since  
the first settlement. The city  
has been the seat of government  
since the first settlement. The  
city has been the center of the  
state since the first settlement.  
The city has been the seat of  
commerce and industry since  
the first settlement. The city  
has been the center of the  
state since the first settlement.  
The city has been the seat of  
government since the first  
settlement. The city has been  
the center of the state since  
the first settlement. The city  
has been the seat of government  
since the first settlement. The  
city has been the center of the  
state since the first settlement.



VICE PRESIDENT NIXON AND CONGRESSIONAL LEADERS CONGRATULATE  
THEODORE GRANIK ON 26TH ANNIVERSARY OF  
'AMERICAN FORUM OF THE AIR'

Vice President Richard M. Nixon, Speaker of the House Joseph W. Martin, Jr., and Senator Homer Ferguson, chairman of the Republican Policy Committee, were among the signers of a letter felicitating Theodore Granik, founder-producer of AMERICAN FORUM OF THE AIR (NBC-TV, Sunday, 4 p.m., EDT; NBC Radio, 6 p.m., EDT) on the occasion of its 26th anniversary recently.

The letter expressed "warmest congratulations and best wishes for many more years of outstanding success," and continued:

"America today needs, more than ever before, the type of frank, fearless, spontaneous discussion of the great issues of our times, such as 'American Forum of the Air' -- the nation's oldest such program -- pioneered in and today continues to symbolize so well.

"America needs the constructive participation of America's young people; the encouragement of their thinking and bringing forth of their contributions -- which 'Youth Wants to Know' pioneered in and continues to so ably present.

"The National Broadcasting Company can indeed be proud of these two programs which add so greatly to the prestige of broadcasting and telecasting as a whole. We join with your countless friends within the Congress and in private life in our heartfelt felicitations on this inspiring anniversary of your service."

The signers, in addition to those mentioned above, included Senator Styles Bridges (R.-N.H.), Representative John W. McCormack (D.-Mass.), Democratic House whip; Senator Earle C. Clements (D.-Ky.), Senate minority whip; Representative Charles A. Halleck (R.-Ind.), House majority leader; Senator Lyndon B. Johnson (D.-Tex.), minority floor leader; and Senator William F. Knowland, (R.-Cal.), Senate majority leader.

-----O-----

NBC-New York, 5/18/54

VICE PRESIDENT JOHN F. KENNEDY

THEODORE G. BAKER JR. (1911-1971)

AMERICAN BORN IN 1911

First President Richard M. Nixon, Member of the House of Representatives, Mr. and Mrs. James H. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons. Mr. and Mrs. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons. Mr. and Mrs. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons.

The first President, Richard M. Nixon, Member of the House of Representatives, Mr. and Mrs. James H. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons.

"The first President, Richard M. Nixon, Member of the House of Representatives, Mr. and Mrs. James H. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons. Mr. and Mrs. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons.

"The first President, Richard M. Nixon, Member of the House of Representatives, Mr. and Mrs. James H. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons. Mr. and Mrs. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons.

"The first President, Richard M. Nixon, Member of the House of Representatives, Mr. and Mrs. James H. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons. Mr. and Mrs. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons.

The first President, Richard M. Nixon, Member of the House of Representatives, Mr. and Mrs. James H. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons. Mr. and Mrs. Doolittle, Chairman of the National Aeronautics and Space Administration, and a number of other distinguished persons.



May 19, 1954

\*-----\*

MORE THAN \$6,200,000 IN NEW RADIO NETWORK BUSINESS  
ANNOUNCED BY NBC V.P. WILLIAM H. FINESHRIBER, JR.

\*-----\*

More than \$6,200,000 in radio time sales -- "the largest amount of new network business that I can remember" -- has been signed by the NBC Radio Network over the past few weeks, William H. Fineshriber, Jr., Vice President in charge of NBC Radio, announced today.

Fineshriber reported on the unprecedented spurt in network radio sales in a closed circuit talk to NBC affiliates.

He also pointed out that the sale of two additional 15-minute evening periods makes Tuesday and Wednesday nights sold solid on NBC Radio with probably the strongest programming in evening radio.

"The good news I bring you today vindicates the new methods of selling, the new types of programming, the new flexibility, and the new availabilities for advertising budgets of any size which NBC now has to offer," Fineshriber told the affiliates. "More important, it re-emphasizes the value of the basic radio time periods -- the half-hour, the quarter-hour and the strip -- as valuable investments for the advertising dollar."

Included in the eight separate sales items, Fineshriber explained, are buys which:

(more)





## 2 - Radio Business

1 -- Bring to NBC Radio next Fall the popular PEOPLE ARE FUNNY program, sponsored by Mars, Inc., and the Toni Company.

2 -- Enhance NBC's traditional sports leadership with the move to the network of the GILLETTE FIGHTS.

3 -- Sell out practically all time on FIBBER MCGEE AND MOLLY in the Fall.

4 -- Sell out all time on YOUNG WIDDER BROWN and STELLA DALLAS.

5 -- Provide enthusiastic advertiser support for NBC's Three Plan and its WEEKEND and ROADSHOW programs.

Here are the eight distinct items making up this impressive new business, as outlined by Fineshriber to the affiliates:

"Number One - sale of a basic time period. . .one quarter-hour of ONE MAN'S FAMILY on Wednesdays starting in July. Sponsor - RCA.

"Number Two - sale of a second basic time period. . . one half-hour evening, starting in October, for 52 weeks firm. The sponsor - Mars, Inc., and the Toni Company; the program. . .PEOPLE ARE FUNNY. All last year the average position of PEOPLE ARE FUNNY among the top 10 evening programs was Number Four! Its shift, like that of the LUX RADIO THEATRE from the competition to NBC, will have an effect on comparative ratings -- as well as billings -- that needs no elaboration here.

"Number Three - sale of a third and fourth basic buy . . .two quarter-hours of ONE MAN'S FAMILY (Mondays and Thursdays) 57 weeks firm starting in May, plus two quarter-hours of YOUNG WIDDER BROWN (Tuesdays and Thursdays) 57 weeks firm starting in June. Sponsor - The Toni Company.

(more)

1 - The first of the three main parts of the report is the  
introduction, which is written in the first person and  
describes the purpose of the study.

2 - The second part of the report is the literature review,  
which is written in the third person and describes the  
previous work in the field.

3 - The third part of the report is the methodology,  
which is written in the first person and describes the  
methods used in the study.

4 - The fourth part of the report is the results,  
which is written in the third person and describes the  
findings of the study.

5 - The fifth part of the report is the discussion,  
which is written in the first person and describes the  
implications of the findings.

6 - The sixth part of the report is the conclusion,  
which is written in the first person and describes the  
main findings of the study.

7 - The seventh part of the report is the references,  
which is written in the third person and lists the  
sources used in the study.

8 - The eighth part of the report is the appendix,  
which is written in the first person and contains  
additional information.

9 - The ninth part of the report is the bibliography,  
which is written in the third person and lists the  
sources used in the study.

10 - The tenth part of the report is the index,  
which is written in the third person and lists the  
pages where the topics are discussed.

11 - The eleventh part of the report is the glossary,  
which is written in the third person and defines the  
terms used in the study.

12 - The twelfth part of the report is the summary,  
which is written in the first person and describes the  
main findings of the study.

13 - The thirteenth part of the report is the abstract,  
which is written in the first person and describes the  
main findings of the study.

14 - The fourteenth part of the report is the title page,  
which is written in the first person and contains the  
title of the study.

"Number Four - Contracts have been issued for a seventh basic buy. . .Fridays at 10 p.m., New York time, for the GILLETTE FIGHTS, to be firm this Fall for the season of approximately 43 weeks.

"Number Five - a participation sale. . .two participations, Mondays and Fridays, in FIBBER McGEE AND MOLLY for 13 Summer weeks - plus 13 additional participations spread over the Three Plan, WEEKEND and ROADSHOW during special pressure weeks within the same period. . .The sponsor. . . RCA. This Summer portion of the RCA buy amounts to \$249,000 in assured new billings, and we have every reason to believe the RCA investment in participation programs will reach \$900,000 by July, 1955.

"Number Six - A second participation sale, and a big one! Five participations per week in FIBBER McGEE AND MOLLY, starting in September, 39 weeks firm. The Prudential Insurance Company of America is showing its confidence in NBC's participation plan to the tune of an initial \$568,000! This constitutes Prudential's entire yearly budget for national network radio.

"Number Seven - sale of an eighth and ninth basic buy . . .45 weeks firm, Tuesdays and Thursdays in STELLA DALLAS and 43 weeks firm for a new program (title and format to be announced) 8:15-8:30 p.m., Fridays. Again, the sponsor is the Toni Company."

The eighth item was not detailed by Fineshriber, who said merely that another buy was nearly set for a half-hour Sundays or Mondays for an advertiser new to NBC and that it would be for a firm 26 weeks.

The agency for RCA is Kenyon & Eckhardt; for Prudential, Calkins, Holden, Carlock, McClinton & Smith; for Mars, Leo Burnett; and for Gillette, Maxon, Inc. Toni is represented by five agencies. They are Leo Burnett, Weiss & Geller, Price Robinson & Frank, Tatham Larid and Spitzer & Mills Ltd.

-----o-----

NBC-New York, 5/19/54







\*-----\*

'COLGATE COMEDY HOUR,' IN FIRST SUMMER SERIES, TO PRESENT  
REVUES WITH HEADLINERS AND FRESH YOUNG TALENT

- - -

Kaye Ballard, Jackie Cooper and Jules Munshin

To Be Spotlighted on Premiere Show

\*-----\*

The "Colgate Comedy Hour," for the first time in its four-year history, will continue throughout the Summer starting Sunday, June 6 (NBC-TV, 8-9 p.m., EDT). Under the title THE COLGATE SUMMER COMEDY HOUR, it will present headliners and bright, fresh young talent in revues.

"Holiday in New York" will be the title of the first show, which will feature comedienne-singer Kaye Ballard, currently in the Broadway hit, "The Golden Apple"; actor Jackie Cooper, now in the hit show, "King of Hearts"; and Jules Munshin, who was the comic lead in the long-run Broadway success, "Mrs. McThing."

Music for this premiere show will be by Al Goodman and his orchestra. The show will be produced and staged by Nat Karson. Choreography will be by Dania Krupska. This revue was written by Irvin Graham, Arnold Rosen and Coleman Jacoby.

The opening program will originate in New York. The June 13 show will originate in Hollywood. For the rest of the series, ending on Labor Day Sunday, Sept. 5, the originations will alternate between both cities.

(more)



2 - 'The Colgate Summer Comedy Hour'

Nat Karson will produce all of the New York originations, while those telecast from Hollywood will be produced by Jack Donohue and William Asher.

Karson has just returned from England where he had been resident producer for M-G-M at the London Empire Theatre. He produced several variety TV shows for the BBC. From 1936 to 1943 he was production assistant and designer for the Radio City Music Hall in New York.

Donohue has directed movies for Warner Bros. Pictures, including "Lucky Me" and "Calamity Jane." In eight years at M-G-M he produced most of the Red Skelton films. On Broadway he directed "Top Banana," "Of Thee I Sing" (revival) and Mike Todd's operetta (at Jones Beach) "A Night in Venice."

Asher has directed television shows on the top three TV networks, including "The Dennis Day Show" for NBC. He also co-wrote, produced and directed the movie "Leather Gloves" for Columbia Pictures.

"The Colgate 'Summer' Comedy Hour" is sponsored by the Colgate-Palmolive Co. The agency is Ted Bates & Company.

-----O-----

NBC-New York, 5/19/54







**SPOT SALES**

# *News*

## NBC SPOT SALES EXECUTIVES VISIT CROSLEY STATIONS

A contingent of NBC Spot Sales executives arrived in Cincinnati today for a series of meetings with the Crosley Broadcasting Corporation's management.

Last month NBC Spot Sales and the Crosley Broadcasting Corporation entered into a reciprocal national sales representation arrangement whereby NBC Spot Sales will represent the Crosley properties in Detroit and on the West Coast, and in turn Crosley will represent the NBC Spot Sales list of stations in Cincinnati, Dayton, and Columbus.

The plan becomes effective Sept. 1, and the visit of the NBC Spot Sales group is in the nature of an orientation. The group also will visit WLW-D, Dayton, and WLW-C, Columbus. Among NBC Spot Sales executives visiting Crosley are: Richard Close, manager of Represented Stations; John Reber, national TV manager; Martin Percival, radio sales representative, San Francisco; George Fuerst, TV Sales representative, San Francisco; Walt Davidson, TV sales representative, Los Angeles; and Caroline Herbert, manager of sales service and traffic.

-----O-----

NBC-New York, 5/19/54



64

STATION KIUL JOINS NBC RADIO NETWORK

Station KIUL of Garden City, Kansas, will join the NBC Radio Network Oct. 15, 1954. It was announced today by Harry Bannister, Vice President of NBC Station Relations.

The new station has power of 250 watts and broadcasts on a frequency of 1240 kilocycles daily except Sunday from 6 a.m. to Midnight. Robert Wells is general manager.

-----O-----

NBC-New York, 5/19/54





May 19, 1954

\*-----\*

'TOP PLAYS OF 1954' ON NBC-TV

- - -

Noted Players to be Featured in New Series  
Of 13 Dramas Starting June 13

\*-----\*

TOP PLAYS OF 1954, a new series of 13 dramas featuring leading Hollywood and TV personalities, will start on NBC-TV Tuesday, June 1 (9:30 p.m., EDT).

The specially selected half-hour filmed programs will be beamed toward an adult family audience, with the themes encompassing comedy as well as more serious drama. Teresa Wright, Larry Parks, Shelley Winters, William Bishop, Peter Lawford, James Whitmore, Marie Windsor, Will Rogers Jr., Kevin McCarthy, Ida Lupino, Jack Lemmon and Phillip Terry are among the notable players listed for the **teleplays**.

Helene Curtis Industries, Inc. will become a network television sponsor for the first time with this series, in behalf of cosmetic products. Earle Ludgin & Company placed the account.

"Top Plays of 1954" will star Teresa Wright and Larry Parks in "The Happiest Day" as the initial offering Tuesday, June 1. It is the story of a doctor and his wife who bitterly discover that professional and social success are causing their marriage to be wrecked.

(more)



2 - Top Plays of 1954

On Tuesday, June 8 Shelley Winters and William Bishop will co-star in "Mantrap," the story of an ambitious young girl who invests her life savings in a plan to snare a wealthy husband, but who finds her plans complicated by a handsome aviator.

Peter Lawford, James Whitmore and Marie Windsor will have the leads in "For Value Received" Tuesday, June 15, in which a man's ex-wife sues for non-payment of alimony and threatens to take full custody of their son, a measure that sets the harried man off on a desperate scheme to secure the money he needs.

Will Rogers Jr., Kevin McCarthy and Paula Raymond will be seen in "Lucky Tommy Jordan" Tuesday, June 22, a story of a man's obligation to another who had once saved his life, and how this situation affected his home and family.

Ida Lupino will have Jack Lemmon and Phillip Terry as her leading men in "Marriageable Male" Tuesday, June 29. It is a comedy of confused identity, in which an advertising executive is mistaken for a male model by a pretty artist, much to the displeasure of the latter's fiancée, who doesn't enjoy the sight of the new "model" in his lady friend's studio.

"Top Plays of 1954" will take the time period of "Armstrong's Circle Theatre" for the Summer, which will give its last program of the season on May 25. "Armstrong's Circle Theatre" will resume on NBC-TV Tuesday, Aug. 31, following the 13 scheduled "Top Plays of 1954."

-----O-----

NBC-New York, 5/19/54



On Tuesday, June 5, the following members and officers of the party were:

Mr. J. H. [Name] was elected as secretary, and Mr. [Name] as treasurer. The party was organized in a hall on [Address] and the first meeting was held on [Date].

The first meeting was held on [Date] at [Address]. The following members were present: [List of names]. The party was organized in a hall on [Address] and the first meeting was held on [Date].

The party was organized in a hall on [Address] and the first meeting was held on [Date]. The following members were present: [List of names]. The party was organized in a hall on [Address] and the first meeting was held on [Date].

The party was organized in a hall on [Address] and the first meeting was held on [Date]. The following members were present: [List of names]. The party was organized in a hall on [Address] and the first meeting was held on [Date].

The party was organized in a hall on [Address] and the first meeting was held on [Date]. The following members were present: [List of names]. The party was organized in a hall on [Address] and the first meeting was held on [Date].

The party was organized in a hall on [Address] and the first meeting was held on [Date]. The following members were present: [List of names]. The party was organized in a hall on [Address] and the first meeting was held on [Date].



May 20, 1954

'SUMMER PLAYHOUSE,' 8-WEEK SERIES IN 'FIRESIDE THEATER' TIME,  
WILL OFFER 'REPEATS' OF AUDIENCE FAVORITES

Eight of the most popular FIRESIDE THEATER (NBC-TV, Tuesdays 9 p.m., EDT) films from the 1953-54 season will be repeated this Summer under the title of SUMMER PLAYHOUSE in the same time-spot.

Nelson Case, announcer and actor, will serve as host for the Summer series which will run from July 6 through August 24. Host for the Fall-Winter series is film star Gene Raymond, who will return on Tuesday, Aug. 31, to his regular post.

This is the first time since the debut of "Fireside Theater" six years ago that the series' Summer program has consisted of repeats of shows presented during the regular season. Separately-produced programs were used in previous Summers. The new policy was decided upon after considerable fan mail was received requesting encores of "favorite" shows.

"Summer Playhouse" will be sponsored by Procter and Gamble in the interests of Ivory Soap, Crisco and Gleem Toothpaste. The agency is Compton Advertising, Inc.

-----O-----



\*-----\*

'THE BEST IN MYSTERY'

- - -

New TV Summer Series to Offer Eight Outstanding Plays

\*-----\*

A series of eight suspense plays of proven impact will be presented under the title, THE BEST IN MYSTERY, July 16 through Sept. 3 in the time spot of the vacationing BIG STORY (NBC-TV, Fridays, 9 p.m., EDT).

Thomas F. Vietor of Sullivan, Stauffer, Colwell and Bayles, Inc., advertising agency, is supervisor for the series. He screened more than 100 filmed mystery dramas before making his selections, several of which never have been presented before in most of the major television areas.

The first telecast, "Lullabye," will star Agnes Moorhead, Tom Drake and Betty Lynne. The others, in sequence, will be: "Lost Kid," with Elisabeth Patterson, Mary Field and Harry Harvey, Jr.; "Death Makes a Pass," with Lloyd Corrigan and Jay Novello; "Account Closed," with George Nader and Carolyn Jones; "The Watchers and the Watched," with Fay Roope and Lynn Roberts; "Frozen Escape," with Jorja Cartwright and Morris Ankrum; "Death Has No System," with Kim Spaulding and Alex Talton; "Victim Ann Norville," with James Milliken and Marilyn Erskine.

The American Tobacco Company and the Simoniz Compnay, which sponsor "Big Story" through Sullivan, Stauffer, Colwell and Bayles on an alternate week basis, will continue through the Summer on the same basis with "The Best in Mystery."

"Big Story," a documentary series based on actual experiences of reporters in covering their biggest assignments, will return Friday, Sept. 10.

-----O-----



THE FIRST IN THE SERIES

THE FIRST IN THE SERIES

A number of other business firms of Great Britain will be

concerned with the first, the first in the series, and the first in the series.

The first in the series of the first in the series, the first in the series, the first in the series.

11.

There is a great deal of interest in the first in the series, the first in the series.

... and the first in the series, the first in the series, the first in the series.

It is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

11.

The first in the series, the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

It is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

11.

The first in the series, the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

There is a great deal of interest in the first in the series, the first in the series.

11.

There is a great deal of interest in the first in the series, the first in the series.



NBC ANNOUNCES SCHEDULE FOR TV AND RADIO 'HIGHLIGHTS'  
OF RESUMED SENATE SUBCOMMITTEE SESSIONS

New York, May 20 -- Presentation of nightly 45-minute filmed "highlights" of sessions of the Senate Permanent Investigations Subcommittee will be resumed by the NBC Television Network on Monday, May 24. The film condensations will be transmitted on the network at 11:15 p.m., EDT, and again at 12:05 a.m., EDT, for scheduling by local stations. WNBT will broadcast the program at 12:05 a.m., EDT.

The NBC Radio Network will resume its previous schedule, devoting daily the 12:30 p.m. to 3 p.m., EDT period to reporting the hearings. The Radio Network will also present daily "highlights" from 10:15 p.m., to 11 p.m., EDT. WNBC will carry the 10:15 p.m. to 11 p.m., EDT portion.

-----O-----

NBC-New York, 5/20/54



FAMED MIKEMEN 'STAND BY' AS 'THIS IS YOUR LIFE' REVIEWS  
CAREER OF PAT KELLY, NBC SUPERVISOR OF ANNOUNCERS

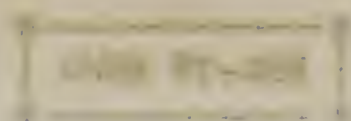
Pat Kelly, NBC supervisor of announcers, was the surprised principal subject of Ralph Edwards' THIS IS YOUR LIFE Wednesday, May 19 (NBC-TV, 10 p.m., EDT).

Brought to Hollywood from New York on the pretext of delivering a lecture at the Theatre Arts Department of U.C.L.A., Kelly was greeted by 14 of the most famous radio announcers whom he had worked with in his years with the National Broadcasting Company. Edwards even played a recording of his own voice in which he reminded Kelly that he was one of the announcers whom Kelly refused to hire back in 1946.

Edwards traced Kelly's life from his birth in Australia, his career as a cabin boy on a steamship, work in a business establishment in Canada, the years during which he sang with the San Carlo Opera Company and his assignments in the early days of radio.

On hand to pay tribute to Kelly were a former employer from Vancouver, British Columbia, whom Kelly had not seen in 36 years, Fortune Gallo (who heard Kelly sing in Seattle and hired him to sing with the San Carlo Opera Company), his sister-in-law, his wife and a group of his microphone associates including Ben Grauer, George Hicks, Tiny Ruffner, Tex Antoine, Ed Thorgerson, Alwyn E.W. Bach, Norman Brokenshire, Jimmy Wallington, Don Wilson, Ford Bond, Hugh James, Jack Costello, George Putnam and Howard Petrie.

-----O-----



THE UNIVERSITY OF CHICAGO  
LIBRARY OF THE EAST ASIAN LIBRARY

THE UNIVERSITY OF CHICAGO  
LIBRARY OF THE EAST ASIAN LIBRARY  
100-77-100

THE UNIVERSITY OF CHICAGO

LIBRARY OF THE EAST ASIAN LIBRARY

100-77-100

THE UNIVERSITY OF CHICAGO

LIBRARY OF THE EAST ASIAN LIBRARY

100-77-100

THE UNIVERSITY OF CHICAGO

LIBRARY OF THE EAST ASIAN LIBRARY

100-77-100

THE UNIVERSITY OF CHICAGO

LIBRARY OF THE EAST ASIAN LIBRARY

100-77-100

THE UNIVERSITY OF CHICAGO

LIBRARY OF THE EAST ASIAN LIBRARY

100-77-100

THE UNIVERSITY OF CHICAGO

LIBRARY OF THE EAST ASIAN LIBRARY

100-77-100

THE UNIVERSITY OF CHICAGO



ROBERT E. BUTTON OF NBC-TV SALES IS GRANTED LEAVE  
OF ABSENCE FOR DEFENSE DEPARTMENT ASSIGNMENT

Robert E. Button, account executive in the Sales Department of the NBC Television Network, has been granted a leave of absence to handle a special assignment for the Department of Defense.

Button has been called to Washington to serve as assistant director of the Office of Special Operations in the Office of Secretary of Defense Charles E. Wilson. In this capacity, he is particularly concerned with the "cold war" operations of the federal government.

Button started with NBC in 1941, his early experience including work in the Program Department. After World War II, during which he served in Intelligence, he joined the NBC Sales Department and has been in Sales since, first in National Spot Sales, later in Network Sales. He is a lieutenant colonel in the Army Reserves and an instructor in the NBC-Columbia University Radio-TV School. Button is married to the former Decima Knight of London. They have two daughters.

-----O-----

NBC-New York, 5/20/54



OK

# NBC

## TRADE NEWS

May 21, 1954

TOTAL OF \$9,083,000 IN NEW SALES SINCE DECEMBER 1

SWEEPS NBC TOWARD RADIO NETWORK LEADERSHIP

- - -

357% Increase Over Comparable Period of Year Before Marks First  
6 Months of S.L. Weaver, Jr.-R.W. Sarnoff Management Team

NBC's surge toward radio network leadership achieved new impetus ~~today~~ with the announcement that new radio sales ~~since Dec. 1~~ <sup>from</sup> ~~since Dec. 1~~ <sup>to June 1</sup> totalled \$9,083,000 -- a spectacular 357 per cent increase over the comparable six months period a year ago.

The radio network also announced that it had obtained \$16,116,000 in renewals since December, making a total of \$25,199,000 in gross billings signed during this six months period.

This tremendous increase in radio business parallels the first six months in office of NBC's new management team of Sylvester L. Weaver, Jr., President, and Robert W. Sarnoff, Executive Vice President. When they took over, both Mr. Weaver and Mr. Sarnoff listed the revitalization of radio as one of their prime objectives. //

In addition, the figures reflect the success of NBC Radio's double-pronged selling philosophy -- basic time buys and the magazine or participation plan pioneered by Mr. Weaver.

Of the \$9,083,000 in new radio business, three-fourths -- \$6,814,000 -- is being invested in properties following the traditional half-hour, quarter-hour and strip pattern of radio purchases.

(more)





However, a significant departure from this pattern is indicated by one-quarter of the new business, or \$2,269,000, which is being spent for participations in NBC Radio's flexible new advertising plans.

"This heartening report shows that radio is moving ahead, and moving at a fast clip. It shows that NBC Radio, in particular, is becoming a pace setter for the industry," William H. Fineshriber, Jr., Vice President in charge of the NBC Radio Network, said. "Above all, I think it represents an encouraging vote of confidence by advertisers in the progressive moves instituted by NBC in recent months to stimulate the radio network.

"Pat Weaver and Bob Sarnoff have stated over and over the value of the basic radio time period. The \$6,814,000 in new NBC business invested in this type of property provides ample support of this philosophy.

"At the same time, we have noted that advertiser acceptance of the new participation plans is also essential to broaden the base of network radio, to make it available to all types of advertisers, with small or large budgets. The \$2,269,000 in new business we have signed up for the participation plans illustrates vividly the acceptance of these plans."

Fineshriber pointed out that participations are available on NBC Radio morning, afternoon and evening, every day of the week, at costs lower than ever before.

"For instance," he said, "a one-minute commercial in our two-hour 'Sunday With Garroway' costs only \$2,000 -- yet it will reach the full national audience served by 200 NBC Radio affiliates."

(more)



### 3 - NBC Radio Sales

As another example of the participation plan's value, he noted the "Fibber McGee and Molly" program. In 1946, this show provided its sponsor with top ratings at a cost of \$2.61 for each 1,000 homes reached with a commercial message. This year, under the participation plan, the purchase of three minutes of commercial time on "Fibber McGee and Molly" provides a weekly audience of almost 4,500,000 homes at a cost of only \$1.97 for each 1,000 homes reached.

New advertisers sponsoring the "basic buys" of NBC Radio are:

Dodge Division, Chrysler Corporation; Pharmaco, Inc.; D'Con Company, Sona Division; Oldsmobile Division, General Motors Corporation; Lever Brothers; Mytinger & Casselberry, Inc.; Toni Company; Mars, Inc.; W.P. Fuller Company; General Foods Corporation; Merit Plan Insurance Company; National Life & Accident Insurance Company; Quaker Oats Company; Texas Company; Buick Motor Division, General Motors Corporation; Travelers Insurance Company; Gillette Safety Razor Company.

New advertisers sponsoring participation plan shows are:

Nash-Kelvinator; Carter Products, Inc.; Lewis-Howe Company; Liggett & Myers Tobacco Company; Plymouth Motor Corporation; Kiplinger; Prudential Insurance Company; Radio Corporation of America; Hudnut Sales Company; Buick Motor Division, General Motors Corporation.

-----O-----

NBC-New York, 5/21/54







\*-----\*

KAYE BALLARD, CHANTEUSE-COMEDIENNE,  
SIGNED TO LONG-TERM CONTRACT BY NBC

\*-----\*

Signing of Kaye Ballard, chanteuse-comedienne, to a long-term contract with the National Broadcasting Company was announced today (May 21) by Thomas A. McAvity, Vice President in charge of TV Network programs.

Miss Ballard, who portrays an American version of Helen of Troy in the Broadway hit musical, "The Golden Apple," also is appearing nightly at the Bon Soir, a Greenwich Village supper club.

She will begin her NBC assignment as soon as she finishes her run in "The Golden Apple." Meanwhile, NBC is preparing several vehicles for her.

Miss Ballard began her career in the night clubs of her native Cleveland, then toured with Spike Jones, appeared at the Blue Angel in New York, toured with Ray Bolger in "Three to Make Ready" and was in the New York and Los Angeles companies of "Top Banana." She has played many of the top supper clubs in this country and had a long run in London in "Touch and Go."

-----O-----

NBC-New York, 5/21/54

WAVE RADIO, CHICAGO, ILLINOIS,  
STATION TO NEW-YORK STATION BY TWO

STATION OF NEW-YORK STATION, CHICAGO, ILLINOIS, TO A LONG

AND CONTACT WITH THE NEW-YORK STATION, CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION

Miss Bellini, who has been in the station of New-York

STATION IN THE NEW-YORK STATION, CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION

Miss Bellini, who has been in the station of New-York

STATION IN THE NEW-YORK STATION, CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION (NEW-YORK STATION), CHICAGO, ILLINOIS, TO A LONG

STATION IN THE NEW-YORK STATION, CHICAGO, ILLINOIS, TO A LONG

DE SOTO RENEWS GROUCHO MARX'S 'YOU BET YOUR LIFE'

FOR RELEASE MONDAY A.M., MAY 24

Groucho Marx's Radio and TV program, YOU BET YOUR LIFE (NBC Radio, Wednesdays, 9 p.m., EDT; NBC-TV, Thursdays, 8 p.m., EDT) has been renewed for one year, starting in September 1954, by the De Soto Division of the Chrysler Corporation. The contract includes 208 NBC Radio stations and 137 NBC-TV outlets, believed to be the largest combined coverage of any sponsored show.

During the Summer, the show will be presented on both Radio and TV under the title, THE BEST OF GROUCHO. The Summer series -- repeat offerings of Groucho's best-liked programs of the 1953-54 season -- will start June 16 on NBC Radio and June 17 on NBC-TV.

The 1954-55 series of "You Bet Your Life" will begin on NBC Radio Sept. 15 (9 p.m., EDT) and on NBC-TV Sept. 16 (8 p.m., EDT).

The agency is Batten, Barton, Durstine and Osborn, Inc.

-----O-----

THE NEW YORK TIMES

FOR RELEASE ONLY

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES



(JK)

AMVETS HONORS NBC WITH ITS AMERICANISM AWARD  
FOR 'NATIONAL PROGRAM OF MERIT EMPLOYMENT'

The AMVETS, national organization of American veterans of World War II and Korea, has presented its national Americanism Award to NBC for the network's "national program of merit employment." //

The award was presented by the national commander of the AMVETS, Henry J. Mahady, of Latrobe, Pa., at a dinner at the Biltmore Hotel in Los Angeles on May 18. Mahady praised NBC's policy of employment without consideration of race, creed or color.

Lewis S. Frost, director of public relations for NBC's Pacific Division, accepted the award for the network on behalf of John K. West, NBC Vice President in charge of the Pacific Division.

-----O-----

NBC-New York, 5/21/54

SECRET

AMERICAN WOMEN WHO SERVED WITH THE UNITED STATES ARMY  
FOR NATIONAL PROGRAM OF HEALTH EDUCATION

The AMERICAN WOMEN WHO SERVED WITH THE UNITED STATES ARMY, a national organization of American women, has presented the national program of health education award to EBC for the national program of health education.

The award was presented by the national committee of the AMERICAN WOMEN WHO SERVED WITH THE UNITED STATES ARMY at a dinner at the Baltimore Hotel in Los Angeles on May 16, 1960. EBC's policy of employment without consideration of race, creed or color.

Lewis S. Casey, director of public relations for EBC's Pacific Division, accepted the award for the EBC on behalf of John R. West, EBC Vice President in charge of the Pacific Division.

-----

SECRET



## TRADE NEWS

May 22, 1953

### COLGATE-PALMOLIVE-PEET RENEWAL OF 'COMEDY HOUR'

HIGHLIGHTS NBC-TV TOTAL OF \$14,000,000

SALES IN 10 DAYS FOR FALL SEASON

With the announcement of the Colgate-Palmolive-Peet Co. continued sponsorship of the top-rated COLGATE COMEDY HOUR on NBC-TV for the 1953-54 season, the NBC television network, within the short span of 10 days, has signed a total of over \$14,000,000 in annual gross billings for the Fall broadcast season.

Following Summer vacation, the "Colgate Comedy Hour" will resume its weekly telecasts on Sunday, Oct. 4 (8-9 p.m., EST), with an all-star roster, including Eddie Cantor, Martin and Lewis, Donald O'Connor, Abbott and Costello, and Jimmy Durante. Durante is new to the "Colgate Comedy Hour" lineup, having been one of the stars of the ALL STAR REVUE during past seasons. The stars will be seen in rotation during the 35 "Colgate Comedy Hour" programs next season.

The other three sales making up the more than \$14,000,000 billings include:

(more)

1957

EXHIBIT FOR PART OF ME 70125

11/23/2011 11:58 AM

1901077 02 12 19

(5700)



2 - TV Sales

Sponsorship for the second consecutive year on NBC-TV of the Saturday afternoon schedule of NCAA collegiate football games by General Motors, effective Sept. 19, through the Kudner Agency, Inc.

Sale of A LETTER TO LORETTA, a new telefilm drama series starring Loretta Young, to the Procter & Gamble Co., to start Sunday, Aug. 30 (10:00-10:30 p.m., EDT), through Benton & Bowles, Inc.;

Resumption of THE LIFE OF RILEY (Fridays, 8:30-9 p.m., EDT) by the Gulf Oil Corp., effective Oct. 2, through Young & Rubicam, Inc.

Other sales for the 1953-4 season will be announced by NBC next week.

-----O-----

NBC-New York, 5/22/53



# NBC

## TRADE NEWS

May 24, 1954

\*-----\*

'THE WORLD OF MR. SWEENEY,' COMEDY SERIES STARRING  
CHARLIE RUGGLES, TO BECOME NETWORK FEATURE

\*-----\*

### PREMIERE

Charlie Ruggles, noted motion picture and TV actor, will be starred in a situation comedy series over the NBC-TV network this Summer, Thomas McAvity, Vice President in charge of Television Network Programs, announced today.

The comedian will portray the title role in THE WORLD OF MR. SWEENEY, which will begin Wednesday, June 30 at 7:30-7:45 p.m., EDT. The program will be presented again on Friday, July 2, and then, starting the following week, will be telecast Tuesdays through Fridays at the same time throughout the Summer.

"The World of Mr. Sweeney" with Charlie Ruggles has been presented this season as a once-weekly feature on NBC-TV's "Kate Smith Hour." It began last October and immediately became one of the highlights of the variety program. The outstanding performance of the show's star, top-notch scripts and excellent audience reaction it aroused prompted NBC to schedule it as a regular program in the choice 7:30-7:45 p.m., evening time period this Summer, McAvity said.

(more)





2 - 'The World of Mr. Sweeney'

Sam Schiff, NBC executive producer, will supervise the situation comedy program, which will be written by Arthur Stander.

The series, originating in New York, features Ruggles as a philosophical proprietor of a small-town general store who dispenses free advice and counsel along with the groceries. In his efforts to do good, Ruggles often becomes involved in embarrassing but amusing situations. Featured on the program will be seven-year-old Glenn Walken, who portrays Ruggles' impish young grandson.

"The World of Mr. Sweeney" will take the time periods of two NBC-TV programs which will vacation for the Summer -- "Coke Time Starring Eddie Fisher" (Wednesdays and Fridays, with last show of season June 25) and "The Dinah Shore Show" (Tuesdays and Thursdays, with final program of season July 1).

-----O-----

NBC-New York, 5/24/54

and finally, the executive director, will describe the  
location of the agency, which will be visited by the  
The series, scheduled to run for 13 weeks, will  
be a philosophical approach to a series of general ideas and  
important life issues and concepts with the general public. In his  
efforts to be good, people often become involved in embarrassing  
situations. The series, presented in the program will be shown  
in the National and Foreign Affairs, and some of the  
"The World of Mr. J. Edgar Hoover" will take the form of  
the FBI-TV programs which will be shown for the series -- "The  
FBI's Role in Society" (documentary and essays, with some of  
the FBI's role in society) and "The FBI's Role in Society" (documentary and essays).  
All three programs of season 1.

---

NBC New York, 2/24/50

\*-----\*  
WGR BECOMES NBC RADIO AFFILIATE IN BUFFALO  
\*-----\*

Radio Station WGR becomes NBC's basic outlet in Buffalo, N.Y., effective June 1, it was announced ~~today~~ by Harry Bannister, Vice President in charge of NBC Station Relations, and George F. Goodyear, President of the WGR Corporation. //

The new affiliate reaches more than 500,000 radio homes in its primary area, serving the second largest city in New York state and the fourteenth largest in the nation. Total population of the Buffalo metropolitan area is 1,155,200 with total retail sales of \$1,434,206,000, according to "Sales Management."

Station WGR operates on a frequency of 550 kilocycles with a power of 5,000 watts. It is heard daily except Sunday from 5:30 a.m. to 1:05 a.m. and on Sundays from 7:00 a.m., to 1:05 a.m.

Ownership of the new station includes, in addition to George Goodyear, such prominent community leaders as Seymour H. Knox, Paul A. Schoellkopf Jr., J. Frederick Schoellkopf IV, Arthur Victor Jr. and J. Eugene McMahon, as well as Myron P. Kirk, senior vice president of the Kudner Agency.

-----O-----

## 'DRAGNET' SUMMER SERIES TO PRESENT YEAR'S BEST PROGRAMS

Detective Sgt. Joe Friday (played by Jack Webb) and Officer Frank Smith (Ben Alexander) investigate the brutal shotgun slaying of a fellow officer on the first in the Summer series of NBC-TV's award-winning DRAGNET Thursday, June 3 (9 p.m., EDT). The officers suspect an ex-convict but, before they can make an arrest, the man is involved in a burglary and another killing.

Through August 19, "Dragnet" will present re-runs of the best shows of the past year. Filmed in Hollywood, the show is directed by Jack Webb. All cases dramatized are from the files of the Los Angeles Police Department. Liggett & Myers Tobacco Co. sponsors "Dragnet" for Chesterfield Cigarettes, through Cunningham & Walsh, Inc.

-----O----- NBC-New York, 5/24/54









# COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

May 30-June 5

ON NBC-TV NETWORK INCLUDING WNBT - MONDAY,  
MAY 31; TUESDAY, JUNE 1, and WEDNESDAY, JUNE 2,  
12 NOON, EDT:

BRIDE AND GROOM -- The TV show on  
which couples are married; John Nelson  
is emcee.

\* \* \*

ON WNBT ONLY -- MONDAY, MAY 31 through  
FRIDAY, JUNE 4, 1:30-2 p.m., EDT:

HERE'S LOOKING AT YOU -- with  
Richard Willis, who describes the use  
of color in makeup, fashion and home  
decorating.

-----O-----

NBC-New York, 5/24/54



# NBC

## TRADE NEWS

OK

May 25, 1954

### 'GILLETTE CAVALCADE OF SPORTS' BOXING BOUTS TO BE PRESENTED ON NBC RADIO NETWORK

The NBC Radio Network received a major program addition ~~today~~ (May 25) with the announcement by NBC sports director Thomas S. Gallery that the weekly GILLETTE CAVALCADE OF SPORTS boxing bouts will be carried by the radio network as well as NBC-TV. The radio schedule will be effective Friday, Sept. 3 (10 p.m., EDT). //

Don Dunphy, veteran fight announcer, will provide listeners with a blow-by-blow account of the bouts, with Win Elliot handling color commentary and commercials.

This outstanding Friday night series throughout the year includes virtually all of the important championship fights. The Gillette Safety Razor Company was the first sponsor of a televised boxing bout when, on Sept. 29, 1944, NBC-TV covered the Willie Pep-Chalky Wright featherweight championship bout at Madison Square Garden. Jimmy Powers, sportscaster and newspaperman, is NBC-TV's commentator.

-----O-----





May 25, 1954

\*-----\*

'COMMENT,' SERIES COVERING WORLD NEWS 'IN DEPTH'

TO START ON NBC-TV IN MONDAY NIGHT TIME-SPOT

\*-----\*

COMMENT, an NBC-TV series of news documentaries featuring prominent staff commentators and overseas correspondents interpreting international events, will be presented weekly by NBC beginning Monday, June 14 (8:30 to 9 p.m., EDT).

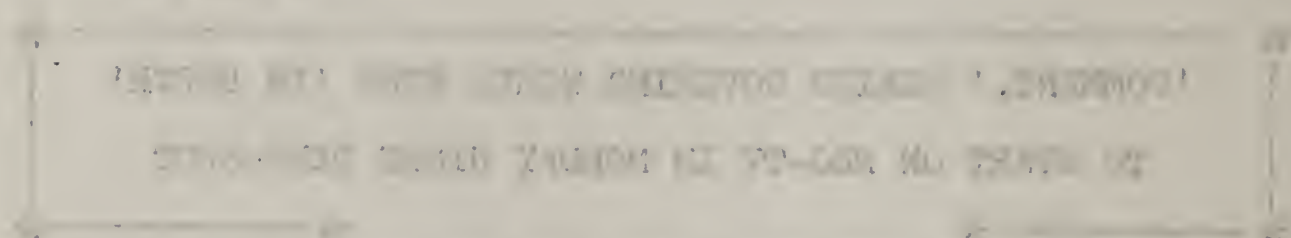
The series will be produced by NBC News which plans to make maximum use of its extensive organization of reporters and cameramen, stationed in every major news center of the Free World, to bring to the American people coverage "in depth" of major developments.

According to William R. McAndrew, manager of NBC News and Special Events, there is no fixed format for "Comment." Once a subject is selected for treatment, it will be covered by on-the-spot commentators, plus suitable newsfilm footage and additional commentary when warranted.

Producers are Ann Gillis in New York and Julian Goodman in Washington, with Robert Doyle directing. All are under McAndrew's supervision.

-----O-----

Page 2 of 2



RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

RECEIVED: JAN 10 1964

FATHER'S DAY COMMITTEE HONORS THREE NBC STARS:

ARLENE FRANCIS, ROY ROGERS AND EDDIE FISHER

FOR RELEASE NOON, THURSDAY, MAY 27, 1954

Three of NBC's stellar personalities -- Arlene Francis, Roy Rogers and Eddie Fisher -- have been chosen for awards by the National Father's Day Committee. They were among those honored at a special luncheon today (May 27) in the Grand Ballroom of the Waldorf Astoria.

Miss Francis, editor-in-chief of NBC-TV's "Home" show, was named "Woman of the Year" by the committee and her medal is inscribed "Father's Favorite Female." In private life she is the wife of actor-producer Martin Gabel and the mother of a seven year old son, Peter.

Roy Rogers, star of "The Roy Rogers Show" on NBC Radio and NBC-TV, was singled out as "Screen Father of the Year." He is married to his leading lady, Dale Evans. They have five children, Cheryl 14, Linda 11, Dusty 7, Sandy 6 and Mary Doe 2. Cheryl, Sandy and Mary Doe are adopted.

Eddie Fisher, star of NBC-TV's "Coke Time Starring Eddie Fisher" was awarded the committee's George Washington medal for his role in popularizing the song, "Oh My Papa," adopted by the committee as its official song.

-----O-----

NBC-New York, 5/25/54







## TRADE NEWS

May 26, 1954

SEVEN SPONSORS SIGN FOR 'SATURDAY NIGHT REVUE,'  
IN VIRTUAL SELL-OUT OF ALL-STAR TV SHOW

Seven advertisers have signed to sponsor the SATURDAY NIGHT REVUE on NBC-TV this Summer to virtually sell-out this 90-minute, all-star extravaganza.

Here are the clients for the variety program, which, beginning June 12, will fill the Saturday night time period of "Your Show of Shows" (9-10:30 p.m., EDT):

Dow Chemical Company of Midland, Mich., maker of Saran-Wrap, 9-9:30 p.m., EDT, alternate Saturdays for 13 weeks. MacManus, John & Adams, Inc., placed the order.

Armour & Company of Chicago, maker of Dial Soap and Dial Shampoo, 9-9:30 p.m., EDT, on alternate Saturdays for 13 weeks. Foote, Cone & Belding placed the order.

American Chicle Company of Long Island City, N.Y., maker of Clorets and Dentyne Chewing Gum, 10 minutes between 9:30-10 p.m., EDT, for 12 weeks, placed through Dancer-Fitzgerald-Sample, Inc.

Lemon Products Advisory Board, Los Angeles, Calif., 10 minutes between 9:30-10 p.m., EDT, for 15 weeks, placed through McCann-Erickson Inc.

(more)

1842-1843

1. The first year of the year 1842-1843

2. The second year of the year 1842-1843

3. The third year of the year 1842-1843

4. The fourth year of the year 1842-1843

5. The fifth year of the year 1842-1843

6. The sixth year of the year 1842-1843

7. The seventh year of the year 1842-1843

8. The eighth year of the year 1842-1843

9. The ninth year of the year 1842-1843

10. The tenth year of the year 1842-1843

11. The eleventh year of the year 1842-1843

12. The twelfth year of the year 1842-1843

13. The thirteenth year of the year 1842-1843

14. The fourteenth year of the year 1842-1843

15. The fifteenth year of the year 1842-1843

16. The sixteenth year of the year 1842-1843

17. The seventeenth year of the year 1842-1843

18. The eighteenth year of the year 1842-1843

19. The nineteenth year of the year 1842-1843

20. The twentieth year of the year 1842-1843

21. The twenty-first year of the year 1842-1843

Griffin Manufacturing Company of Brooklyn, N.Y., maker of shoe polish, 10 minutes between 9:30-10 p.m., EDT, for 15 weeks; order placed through Bermingham, Castelman & Pierce, Inc.

General Electric Major Appliance Division of Louisville, Ky., manufacturer of refrigerators, 20 minutes between 10-10:30 p.m., EDT, for 11 weeks, and 10 minutes between 10-10:30 p.m., EDT, for two weeks; order placed through Young & Rubicam, Inc.

The Cudahy Packing Company of Omaha, Neb., maker of Old Dutch Cleanser and Delrich Margarine, 10 minutes between 10-10:30 p.m., EDT, for 15 weeks; order placed through Young & Rubicam, Inc.

"The Saturday Night Revue" will star Eddie Albert, Alan Young and Ben Blue and, in addition, will feature vocalist-comedienne Pat Carroll and the versatile Sauter-Finegan band. It will be telecast from the NBC-TV studios in Burbank, Calif., with production by Ernest Glucksman, who regularly produces the Martin and Lewis and Donald O'Connor shows on NBC-TV's "Colgate Comedy Hour."

-----O-----

NBC-New York, 5/26/54





STELLAR GUESTS MARK RETURN OF 'ARTHUR MURRAY PARTY'

THIS TIME IN EXPANDED HALF-HOUR FORMAT

A glittering array of guest personalities will be added to the well-known features of THE ARTHUR MURRAY PARTY when the show's format is expanded to a half-hour for a 14-week Summer series on the NBC-TV network starting Tuesday, June 15 (8:30 p.m., EDT).

The weekly "parties" will fill the second half-hour time segment of the "Buick-Berle Show" during its seasonal hiatus (June 8-Sept. 21, 8-9 p.m., EDT).

Kathryn Murray will return in her role as hostess of the series which will be produced by her husband, Arthur Murray. In addition to the outstanding list of top-name guest stars, Mrs. Murray will be featured in a specialty dance on each program.

Another continuing feature each week will be a "mystery dance," during which viewers are invited to identify a dance performed by Murray instructors and students.

"The Arthur Murray Party," which was first featured on TV in 1950, was last presented on NBC as a 15-minute feature. At various other times previously it was a full-hour and a half-hour series. Its return to a half-hour format is in answer to viewers' requests for the longer program which will permit a greater number of attractions each week.

"The Arthur Murray Party" will be sponsored by Associated Products, Inc., through the Grey Advertising Agency, Inc. The series will originate in NBC's New York TV studios.

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C. 20535

RE: [Name] [Address] [City] [State] [Zip]

TO: [Name] [Address] [City] [State] [Zip]

FROM: [Name] [Address] [City] [State] [Zip]

SUBJECT: [Name] [Address] [City] [State] [Zip]

DATE: [Date]

RE: [Name] [Address] [City] [State] [Zip]

TO: [Name] [Address] [City] [State] [Zip]

FROM: [Name] [Address] [City] [State] [Zip]

SUBJECT: [Name] [Address] [City] [State] [Zip]

DATE: [Date]

RE: [Name] [Address] [City] [State] [Zip]

TO: [Name] [Address] [City] [State] [Zip]

FROM: [Name] [Address] [City] [State] [Zip]

SUBJECT: [Name] [Address] [City] [State] [Zip]

DATE: [Date]

RE: [Name] [Address] [City] [State] [Zip]

TO: [Name] [Address] [City] [State] [Zip]

FROM: [Name] [Address] [City] [State] [Zip]

SUBJECT: [Name] [Address] [City] [State] [Zip]

DATE: [Date]

RE: [Name] [Address] [City] [State] [Zip]

TO: [Name] [Address] [City] [State] [Zip]

FROM: [Name] [Address] [City] [State] [Zip]

SUBJECT: [Name] [Address] [City] [State] [Zip]

MEMO: ANN SOTHERN RETURNS TO NBC IN 'PRIVATE SECRETARY'

FYI: GOES INTO 'YOUR HIT PARADE' TIME-SPOT JUNE 19

Ann Sothern returns to NBC-TV in PRIVATE SECRETARY, in the role of the unpredictable and unconventional office aide, starting Saturday, June 19 (10:30 p.m., EDT) in the time-spot of "Your Hit Parade,"

"Private Secretary," in addition to Miss Sothern as Susan McNamara, will feature Don Porter as her harassed boss Peter Sands, a top literary and talent agent; and Ann Tyrrell as Vi Praskins, the office receptionist and switchboard operator.

Miss Sothern as Susie portrays a blonde, petite and shapely young woman with a deep and outspoken compassion for the underdog.

"Private Secretary" is sponsored by the American Tobacco Co. for Lucky Strike Cigarettes. Batten, Barton, Durstine and Osborne, Inc., is the advertising agency.

-----O-----

NBC-New York, 5/26/54





\*-----\*

TV VERSION OF 'THE MARRIAGE,' CO-STARRING HUME CRONYN  
AND JESSICA TANDY, TO START JULY 2

\*-----\*

Hume Cronyn and his wife, Jessica Tandy, who co-starred in THE MARRIAGE on NBC Radio, will return in a television version of the program starting Friday, July 2 (NBC-TV, 8 p.m., EDT). "The Marriage" will be telecast weekly through Aug. 20 in the time spot of the vacationing "Dave Garroway Show."

The noted theatrical couple will portray Ben and Liz Marriott, 17 years married and parents of two children, Emily, 15, and Pete, 10. They live in New York, where Ben is a moderately successful lawyer. Liz, a former department store fashion buyer, now is a restive housewife whose projects sometimes are civic, sometimes purely personal.

Cronyn is producing the show himself, with Ted Ashley Associates as the packagers. It will be directed by Jack Garfein, who was praised by New York theatrical critics this past season for his direction of "End As a Man."

Ernest Kinoy of the NBC Script Division, who wrote the radio scripts for "The Marriage," will continue in the same capacity on the TV version. Sets will be designed by William Riva.

-----O-----

NBC-New York, 5/26/54

TV VERSION OF THE MARRIAGE, NO-STARING WITH GROOM

AND JESSICA TAYLOR, TO THAT END

\*

THE GROOM AND THE WIFE, JESSICA TAYLOR, WHO CO-STARRED IN

THE MARRIAGE OF THE MARRIAGE, WILL RETURN TO A TELEVISION VERSION OF THE

TV VERSION OF THE MARRIAGE, JULY 2 (MARRIAGE), JULY 2 (MARRIAGE), JULY 2 (MARRIAGE)

ALL IN ALL, THE MARRIAGE WILL BE IN THE TIME SPOT OF THE MARRIAGE

LONG "DAVE GROOMING SHOW"

The actor theatrical couple will return to the MARRIAGE

7 years married and parents of two children, Emily, 12, and John, 10,

they live in New York, where they are in a remarkably successful lawyer.

is, a former defendant whose fashion buyer, now is a creative person.

the whose projects sometimes are also, sometimes, purely personal.

though is producing the show himself, with two other people

states as the producers. It will be directed by John Grooming, who was

raised by New York television critics but was known for his direct-

tion of "End As a Man."

Edward King of the New York Division, who wrote the radio

script for "The Marriage," will continue in the same capacity on the

version, which will be designed by William Kiva.

## IT'S ONE-TWO-THREE FOR NBC IN NIELSEN RADIO

## RATINGS OF MULTI-WEEKLY NETWORK SHOWS

The NBC Radio Network holds first, second and third places in evening multi-weekly program popularity according to the latest Nielsen Radio Index. The shows are scheduled Mondays through Fridays.

In first place is ONE MAN'S FAMILY (7:45-8 p.m., EDT), popular family situation serial now in its 23rd year on the air. The program in second place is FIBBER MCGEE AND MOLLY (10-10:15 p.m., EDT). Third place is occupied by NEWS OF THE WORLD featuring Morgan Beatty (7:30-7:45 p.m., EDT).

Audiences represented in the April 18-24 Nielsen show 1,819,000 homes tuned to "One Man's Family," 1,586,000 homes to "Fibber McGee and Molly" and 1,539,000 homes to "News of the World."

-----O-----

## KELLY-SPRINGFIELD TIRE CO. TO SPONSOR ONE HOUR

## OF NATIONAL OPEN GOLF COVERAGE ON NBC-TV

The Kelly-Springfield Tire Co. of Cumberland, Md., makes its entry into network television Saturday, June 19, when it will sponsor one hour of NBC-TV's coverage of the finals of the National Open Golf Championship.

Played at Baltusrol, N.J., the National Open this year is expected to climax the intense rivalry between Ben Hogan and Sam Snead. For the first time at the Open, NBC's new Cadillac Mobile Unit will roam the links to bring viewers the highpoints of the final round as they develop.

The Kelly-Springfield Tire Co. will sponsor the 5-6 p.m., EDT, segment of NBC-TV's coverage, leaving the 4-5 p.m., EDT, period available for sponsorship. Compton Advertising Inc. placed the Kelly-Springfield order. William J. Martin was the NBC account executive.

-----O-----

NBC-New York, 5/26/54







CREDITS FOR 'CHEER TELEVISION THEATRE'

PROGRAM: Cheer Television Theatre

TIME: NBC-TV, Sundays, 7 p.m.,  
EDT

FORMAT: Half-hour filmed dramas  
with inspirational and  
adventure plots.

STARS: Vary with each drama.

PRODUCER: Vary with each drama.

SPONSOR: Procter & Gamble

AGENCY: Young & Rubicam

STARTING DATE: May 30, 1954

-----O-----

NBC-New York, 5/26/54



# NBC

"today"



FATHER'S DAY IN BALTIMORE WILL BE SPICED BY VISIT  
OF J. FRED MUGGS--A 'PRIZE' IN A LOCAL CONTEST

J. Fred Muggs, chimpanzee star of NBC-TV's TODAY program will soon be off on another good-will junket -- this time to visit Baltimore, Maryland.

J. Fred finds himself in the unique position of being the prize in a contest, sponsored by WBAL-TV in Baltimore. It seems that "Today," in cooperation with WBAL-TV is going to "give Muggs away" for a day to some lucky boy or girl who writes a letter of 25 words or less, telling why he or she would like to have the celebrated chimp as a house guest.

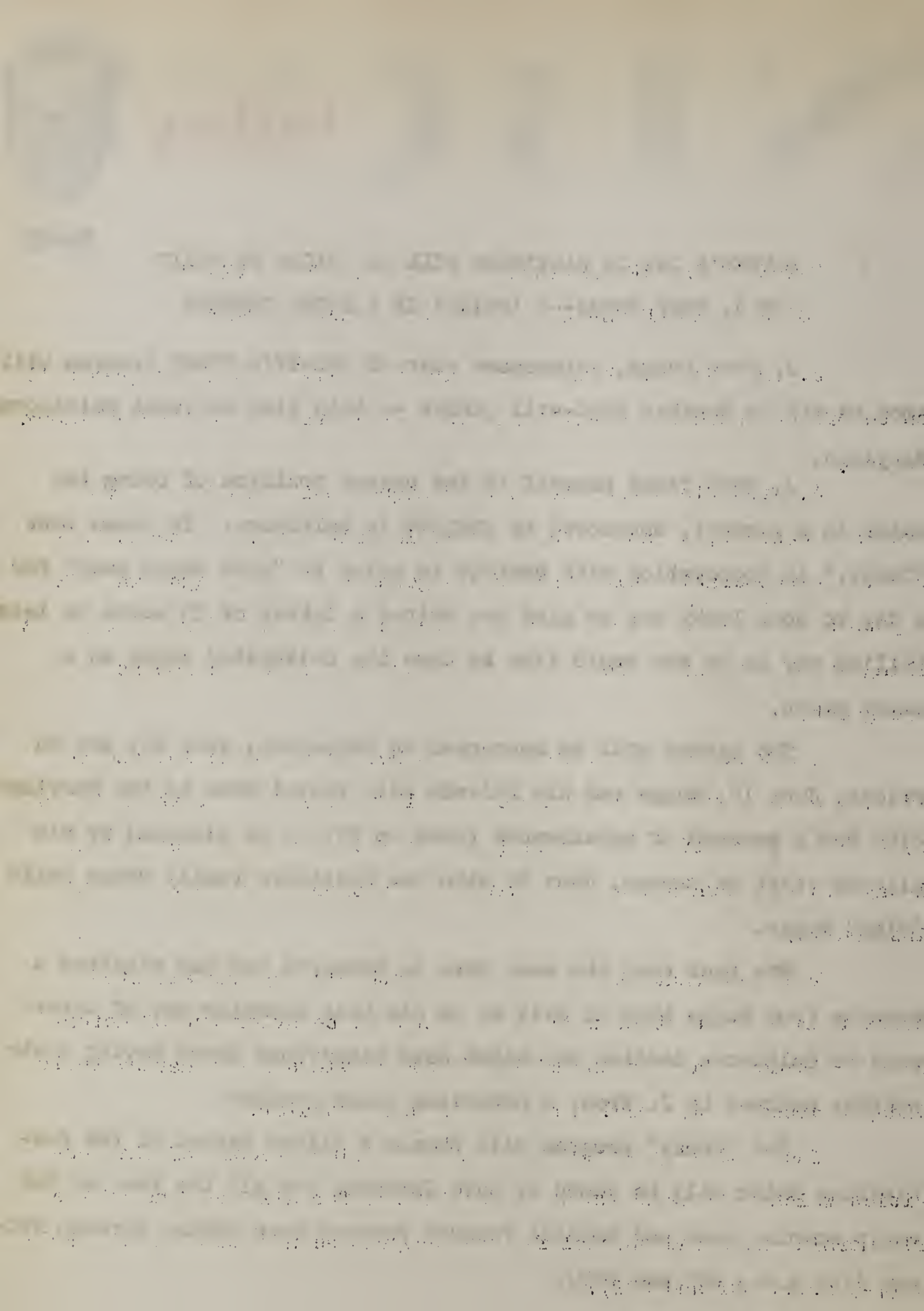
The winner will be announced on Wednesday, June 16, and on Friday, June 18, Muggs and his friends will travel down to the Maryland city for a weekend of appearances (some on TV) to be climaxed by his all-day visit on Sunday, June 20 with the Baltimore family whose child "wins" Muggs.

The fact that the same date is Father's Day has elicited a promise from Muggs that he will be on his best behavior out of deference to Baltimore daddies who might have misgivings about having their holiday usurped by J. Fred, a notorious scene-stealer.

The "Today" program will obtain a filmed record of the festivities which will be shown by Dave Garroway for all the fans of the early morning news and special feature program seen Monday through Friday (7-9 a.m., EDT and CDT).

-----O-----

NBC-New York, 5/26/54





May 27, 1954

(64)

\* 'SID CAESAR SHOW' A SELLOUT 4 MONTHS BEFORE NBC-TV DEBUT \*

- - -

Three Sponsors Sign for New Monday Night Program

\* Sid Caesar is SRO on NBC-TV for next season. \*

Three sponsors already have signed as clients for THE SID CAESAR SHOW, thus selling out the program four months before it makes its debut on Monday nights on NBC-TV.

The clients, as announced today by George H. Frey, NBC Vice President in charge of Television Network Sales, are:

The American Chicle Company, the Speidel Corporation, and the Radio Corporation of America.

Each has bought one-third of the 60-minute program, which will be presented on Mondays from 8-9 p.m., EST, three weeks out of four.

"This early and enthusiastic sponsor response to 'The Sid Caesar Show' backs up our conviction that in this program NBC-TV will be presenting one of the freshest, most exciting shows of the new season," Frey said. "We are happy indeed that American Chicle, Speidel and RCA have chosen this Monday night NBC-TV program as a keystone for their next year's advertising activities."

"The Sid Caesar Show" will be a key feature of NBC-TV's powerful new Monday night line-up of programs. Following this program at 9 p.m., EST, three weeks out of four, will be "The Medic," a gripping new series based on the medical profession and produced by the

(more)



talented Worthington Miner. On the fourth week, the 8-9 p.m., EST, Monday night time period will be occupied by NBC-TV color "spectaculars," a series of 13 musical and dramatic programs produced by Leland Hayward, noted American producer.

Sid Caesar will be starring in his own program this Fall after five brilliant years as star of NBC-TV's "Your Show of Shows." During this period he established himself with the public and critics alike as one of the great comic artists of this generation.

The American Chicle Company order for "The Sid Caesar Show" was placed through Dancer-Fitzgerald-Sample Inc., with John Dodge the NBC account executive. Sullivan, Stauffer, Colwell & Bayles Inc., placed the Speidel order, with William J. Martin the NBC account executive. RCA was represented by Kenyon & Eckhardt Inc., and H.V. Anderson was the NBC account executive.

-----O-----

NBC-New York, 5/27/54





JOHN SCHWARTZ OF NBC TO TAKE LEAVE OF ABSENCE FOR POST  
WITH BELGIUM INSTITUTE OF BROADCASTING

John Schwartz, a stage manager for NBC-TV since 1951, will take a three-month leave of absence this Summer to serve as television director and consultant for the Belgium Institute of Broadcasting, the government-owned broadcasting agency.

Among the programs Schwartz has worked on while at NBC-TV are "The Milton Berle Show," "Your Show of Shows," "Hallmark Hall of Fame," "Armstrong Circle Theatre," "Robert Montgomery Presents" and "The NBC Television Opera Theatre."

Schwartz was born in Belgium and was engaged in motion picture work in France, both as a writer and assistant director, before joining NBC.

-----O-----

WEMBLEY AND LIPTON ORDER 'TODAY' PARTICIPATIONS

Two more orders for participations on TODAY, the NBC-TV pioneering early morning news and special events program, are announced today.

Wembley, Incorporated, of New Orleans, maker of ties, has ordered 13 participations in 13 weeks, beginning June 29. The order was placed through Fitzgerald Advertising Agency of New Orleans.

Thomas J. Lipton, Inc., of Hoboken, N.J., ordered 13 participations for its product, Frostee Dessert Mix, to be seen between May 20 and July 8. The agency is Ruthrauff & Ryan, Inc.

"Today" stars Dave Garroway and is seen Monday-through-Friday, 7-9 a.m., EDT and CDT.

-----O-----

JOHN EDGAR HOOVER

UNITED STATES DEPARTMENT OF JUSTICE

John Edgar Hoover, Director, Federal Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

Re: A letterhead memorandum dated and captioned as above, to Bureau, dated and captioned as above, for information.

The following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

The following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

Very truly yours,  
John Edgar Hoover, Director

Enclosure

UNITED STATES DEPARTMENT OF JUSTICE

Two copies of the letterhead memorandum dated and captioned as above, to Bureau, dated and captioned as above, for information.

The following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

On January 10, 1954, the Bureau of Investigation, U.S. Department of Justice, Washington, D.C., advised that the following information was received from the Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

Very truly yours,  
John Edgar Hoover, Director

Enclosure



## TRADE NEWS

May 28, 1954

\* ————— \*

LIVELY SALES WEEK AT NBC-TV CLIMAXED BY  
RENEWALS OF 8 SPONSORS ON 7 TOP SHOWS

\* ————— \*

Climaxing one of the liveliest sales weeks in recent months at NBC-TV, the network today announced renewals by eight sponsors of seven of its top shows.

The American Tobacco Company of New York and S.C. Johnson & Son, Inc., of Racine, Wis., have renewed as alternate-week sponsors of ROBERT MONTGOMERY PRESENTS (Monday, 9:30-10:30 p.m., EDT). Both contracts are for 26 programs over a period of 52 weeks. The American Tobacco renewal was effective May 3, and the S.C. Johnson renewal becomes effective July 5.

Armstrong Cork Company of Lancaster, Pa., has renewed its sponsorship of ARMSTRONG CIRCLE THEATRE (Tuesday, 9:30-10 p.m., EDT) for 39 weeks, beginning Aug. 31.

The Sunbeam Corporation of Chicago renewed for ETHEL AND ALBERT (Saturday, 7:30-8 p.m., EDT) for 39 weeks beginning Sept. 4.

General Foods Corporation of White Plains, N.Y., renewed THE ROY ROGERS SHOW (Sunday, 6:30-7 p.m., EDT) for 52 weeks beginning July 4. The product advertised is Sugar Crisp.

(more)







2 - Sponsor Renewals

Procter & Gamble Co. of Cincinnati, Ohio, renewed THE LORETTA YOUNG SHOW (Sunday, 10-10:30 p.m., EDT) for its products Tide, Lilt and Gleem, for 44 weeks beginning Aug. 29.

Reynolds Metals Company of Richmond, Va., renewed MR. PEEPERS (Sunday, 7:30-8 p.m., EDT) for 39 weeks, three out of four Sundays, beginning Sept. 12.

Scott Paper Company of Chester, Pa., renewed MY LITTLE MARGIE (Wednesday, 8:30-9 p.m., EDT) for 52 weeks beginning Sept. 1.

Batten, Barton, Durstine & Osborn Inc. is the agency for American Tobacco; Needham, Louis & Brorby Inc., for S.C. Johnson; BBD&O for Armstrong; Perrin-Paus Company for Sunbeam; Benton & Bowles Inc. for General Foods and Procter & Gamble; Russel M. Seeds Co. Inc. for Reynolds Metals and J. Walter Thompson Company for Scott Paper Co.

-----O-----

NBC-New York, 5/28/54



\*-----\*

FIVE MORE SPONSORS SIGN FOR 107 'HOME' PARTICIPATIONS

\*-----\*

NBC-TV's exciting new daytime service program, HOME, has signed five more sponsors in the past few days for a total of 107 participations, it was announced today by Matthew J. (Joe) Culligan, sales supervisor for the show.

The new business comes from:

The Speidel Corporation of Providence, R.I., maker of watch bands, which bought 52 participations, through Sullivan, Stauffer, Colwell & Bayles Inc.

The Glidden Company, paint manufacturer, which ordered 26 participations, through Meldrum & Fewsmith.

The Nylon Division of E.I. DuPont de Nemours & Company Inc. of Wilmington, Del., which bought 13 participations through Batten, Barton, Durstine & Osborn, Inc.

Wesson Oil & Snowdrift Sales Co. of New Orleans, La., which ordered 10 participations, through Fitzgerald Advertising Agency.

The Cudahy Packing Company of Omaha, Neb., maker of Old Dutch Cleanser, which ordered six participations, through Young & Rubicam Inc.

"Home" is seen Monday-through-Friday from 11 a.m.-12 noon, EDT, and features Arlene Francis as editor-in-chief.

-----O-----

NBC-New York, 5/28/54

The first of these is the fact that the library is now open to the public. This is a very important step, and it is one which has been long desired by the people of New York. The library is now open to the public, and it is one which has been long desired by the people of New York.

The second of these is the fact that the library is now open to the public. This is a very important step, and it is one which has been long desired by the people of New York. The library is now open to the public, and it is one which has been long desired by the people of New York.

The third of these is the fact that the library is now open to the public. This is a very important step, and it is one which has been long desired by the people of New York. The library is now open to the public, and it is one which has been long desired by the people of New York.

The fourth of these is the fact that the library is now open to the public. This is a very important step, and it is one which has been long desired by the people of New York. The library is now open to the public, and it is one which has been long desired by the people of New York.

The fifth of these is the fact that the library is now open to the public. This is a very important step, and it is one which has been long desired by the people of New York. The library is now open to the public, and it is one which has been long desired by the people of New York.

The sixth of these is the fact that the library is now open to the public. This is a very important step, and it is one which has been long desired by the people of New York. The library is now open to the public, and it is one which has been long desired by the people of New York.



OH

AMERICAN COMPOSERS AND CONDUCTORS GIVE AWARD OF MERIT  
TO SAMUEL CHOTZINOFF FOR NBC TV OPERA THEATRE SERIES

With the presentation of an award of merit to Samuel Chotzinoff by the National Association of American Composers and Conductors for the 1953-54 season the NBC Television Opera Theatre has received five major salutes this season.

The eight productions of the Opera Theatre in its fifth season of telecasts were singled out for wide praise by critics and in letters from viewers as well as in these important salutes -- the Peabody Award, the Variety Showmanagement Citation, the Sigma Alpha Iota (National Music Fraternity) Trophy, a dinner by the New York Music Critics Circle (to honor producer Chotzinoff and music and artistic director Peter Herman Adler) and the NAACC award of merit.//

The productions offered by the NBC opera group this year included: "Carmen," "Macbeth," "Amahl and the Night Visitors," "The Marriage of Figaro" (in two parts), "The Taming of the Shrew," "Pelleas and Melisande" and "Salome." Three of the productions: "Carmen," "Amahl" and "Taming of the Shrew" were presented in RCA compatible color. Next season it is expected that many of the Operas Theatre's productions will be telecast in color.

The staff that produced these offerings included Chotzinoff as producer, Adler as music and artistic director, Kirk Browning as director, Charles Polacheck as associate producer, John Block as a second director, Felix Popper as assistant conductor, Leonard Kastle as musical assistant, John Boxer as costume designer and William Molyneux as scenic designer.

